

VOGUE

INCORPORATING VANITY FAIR



SUMMER TRAVEL • MAY 15, 1938 • PRICE 35 CENTS

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Kensington Gardens;
Spring

• Distilled from the soft sparkle of London gayety—a perfume so captivating—so rare and distinguished—that it became a sensation instantly among our own young Georgians. Now in America—in royal wrappings from \$2.50 to \$13.50 at fine stores here. As companion pieces to its arresting glory, see the smartly frivolous "BOND STREET" lipsticks and compacts, priced \$1.50, \$3.50.



BY APPOINTMENT
TO HER MAJESTY
QUEEN MARY



Yardley's Bond Street
THE PERFUME OF ROYAL LONDON



Brigance

Introducing to his native America — Brigance, young Texas-born genius who's left a brilliant career in Paris and London to create his imaginative, appealingly feminine sports clothes exclusively for our clientele. From his first collection — "Transformation," with a dot and a striped gilet, 29.95 "Double Feature," twin belted with piqué, 19.95 "Promenade Deck," pleat bolero over idealized sun back, 29.95 "Wishing Ring," draped bosom held by rings of color, 25.00 In the Sports Shop, Fifth Floor

Lord & Taylor

Fifth Avenue, New York

Bright
Particular Star
of Summer
Nights



Courtesy, DEIN-BACHER, Waldorf Astoria, New York

... and autumn's smartest street scenes

FROMM


Bright with Silver

P E D I G R E E D F O X E S



Think of yourself in the stellar role of summer's smartest evenings... alluringly lovely in your little bolero of beautiful Fromm Fox. Then cast a prophetic eye towards fall: it's a crisp, cool day and you're wearing the same little bolero over your wool street dress. That's the nice thing about this *bright-with-silver* fur—its chic goes on forever. As you probably know, Fromm Foxes are pedigreed; the luxuriously silky fur with its amazing wealth of silver is "inherited" through thirty generations of scientific breeding. You can own the pedigree certificate of every Fromm Fox in your bolero, simply by mailing the medallion, included with each pelt, to Fromm Bros., Inc., Hamburg, Wis.

Fromm Foxes are identified by the medallion; and by the Fromm trademark and corresponding medallion number, stamped on the leather side of each pelt.



AT **MACY'S**

OUR

ALL-AMERICAN BRIDE

American brides are the loveliest in the world. They have a natural freshness that comes of exuberant health and innate poise. It was with their very special charm in mind that we plotted this ingenious American wedding gown made of yards upon yards of embroidered eyelet organdy. Its crisp, incisive daintiness pleases daughters *and* parents. The low cash price is pleasing, too. (Only 42.75 for the dress, and 11.94 for the veil in the Trousseau Shop on the 3rd Floor at 34th Street and Broadway!) A petticoat of rayon taffeta adorned with a demure bow shimmers through the gown. The long train adds a piquant touch of unexpected formality.



GLEAMING BEAUTY FOR YOUR TABLE

For generations Original Rogers Silverplate has been famous for its quality. It is fully guaranteed by the world's largest makers of fine silverplate . . . Every piece carries EXTRA PLATE. The new Revelation pattern is sensibly priced and easy to own . . . only \$21.50 for a 26-piece service for six.

INTERSTATE HOME EQUIPMENT CO.

GENERAL OFFICES • PROVIDENCE, R. I.



"REVELATION"

A STUNNING NEW DESIGN IN

**ORIGINAL ROGERS
SILVERPLATE**

MADE ONLY BY **IS** INTERNATIONAL
SILVER COMPANY



"Colonial Chic"
FOR SPRING 1938

Lovely as magnolia blossoms... Kayser's "Colonial" gloves have the charm of the lavender-and-lace period plus Twentieth Century smartness! And they're made of gloriously cool, washable Coral-Lace* rayon fabric. Smart new summer colors. Made in U. S. A. \$1.00.

BE WISER—BUY

KAYSER

COPR. 1938, JULIUS KAYSER & CO.

*TRADE MARK



THE LADY

THE
FAITH
OF A
FABRIC
HANGS
BY A
THREAD

AMERICAN
ENKA
RAYON



IN WHITE

FASHION APPROVED IN FLORIA SHEER OF ENKA RAYON

Lovely consort of an admiring sun—The Lady in White chooses Floria Sheer, honeycomb weave of Enka Rayon, and adds a fillip of color. Lady In White fashions by Benham, American couturier, at better shops everywhere.

AMERICAN ENKA CORPORATION
271 CHURCH STREET • NEW YORK

Fifth Ave. PRESCRIBES "DARLEEN" ELASTIC YARN

.. IN FOUNDATIONS for the best-dressed women who must be pencil slim, lithe, vital. Who must look sleek and soignée in this year of elegance.

"DARLEEN" is the new, finer elastic yarn that makes for lightweight garments with positive control. Used in great variety of foundations for all types of figures and prescribed by better shops everywhere.

Darlington Fabrics Corporation

180 Madison Avenue, N. Y.



*Best + Co.
#975 - \$10.00
Darleen elastic*



*Bonwit Teller
#6189 - \$12.50
Darleen elastic*



*Lord + Taylor
#81 - \$10.00
Darleen elastic*



*Saks Fifth Avenue
#R210 - \$10.00
Darleen elastic*



*B. Altman + Co.
#8057 - \$12.50
Darleen elastic*

Darleen
SUPER ELASTIC YARN



FLEUR DE LIS

SPRINGTIME

BRYN MAWR

IMPERIAL

TUXEDO

PRISCILLA

Extra soft, deep
textured bath towels which
will stay lovely through the years.

Martex bath towels

MONOGRAMS BY MOSSE, INC.

SOLD BY LEADING LINEN AND DEPARTMENT STORES WHO WILL MONOGRAM THEM FOR YOU • WELLINGTON SEARS COMPANY, 65 WORTH ST., N. Y. C.



SHE ELOPED IN 1838

"Father vowed he would *never* forgive me for eloping with dear Charles," wrote great-great-grandmother Abigail in her diary, "—and mother said she could never live down the *disgrace*. But now they have really relented—for this very morning a parcel arrived by the Boston post! *Eighteen* of the most handsome sterling spoons, engraved with my *new initials*, and made to order by the finest silversmith in Connecticut!"

HER GREAT-GREAT-GRANDDAUGHTER

... is getting married this year—in the grand traditional manner, with lace and Lohengrin and lavish gifts of silver. And how charmed and delighted she is to discover that her International Sterling is made by successors of the craftsmen who wrought Abigail's spoons a hundred years ago!

Today, as then, authenticity of design, flawless finish, and mellow lustre are the enduring qualities of fine sterling. On the lovely patterns shown here, International Sterling's master craftsmen have bestowed those qualities. See these designs at your jeweler's. You will be surprised to learn how easily you can own International Sterling. Ask about Budget Payments or The Lay-Away Plan. International Silver Company, Wallingford, Conn.



International Sterling





OBSERVING LADIES...look as gay and smart as the *jeunes filles*...in Stünzi's airy, rough NABI CREPE of "ACELE," the ACETATE RAYON yarn of luxury fashions. 29.95

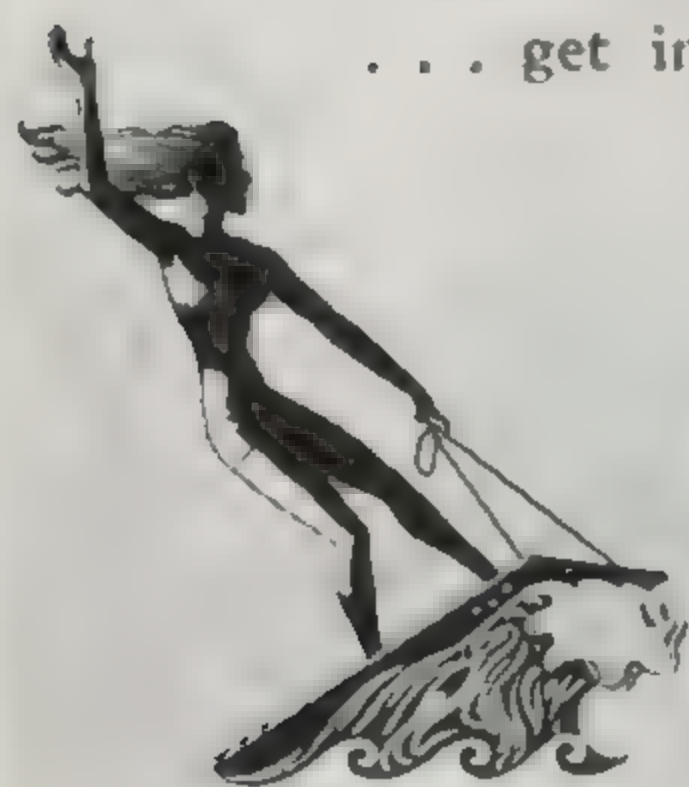
from the woman's gown salon, BONWIT TELLER, New York

ACETATE DIVISION, E. I. DU PONT DE NEMOURS & CO., INC., NEW YORK CITY, N. Y.

Socialites Three set out to Sea ...in Ocean Contoured Swim Suits

MRS. T. DENNIE BOARDMAN of Boston, formerly Miss Vivian Dixon, most popular debutante of three years ago, is among the first to introduce the sleek new Ocean contoured swim suit to Florida swim sirens. This one, a zephyr and Lastex knit.

★ From Toni Frissell's Photo Album of new Palm Beach fashions, we pick three of the season's most distinguished young society women. And, sure indication of the way the Fashion wind blows, each is wearing a new Ocean contoured swim suit. Slim, sleek and personal . . . these new suits are all made with Lastex yarns, with special contour features at bust, waist, thigh, crotch and under arm . . . insuring fit-perfection plus comfort at every point. The tide is toward Ocean . . . get in the swim with a new contoured suit.



Ocean
CONTOURED SWIM SUITS

Ask for these suits at your favorite store or write to us for the name of your nearest dealer.
Ocean Bathing Suit Company, Inc., 1410 Broadway, New York

MISS COBINA WRIGHT, one of the most talented and popular debs in New York, braves Palm Beach waves...contour correct in an Ocean swim suit. Made of Lastex satin, with special figure-molding features.

MISS MARGUERITE VOLK, Charleston, S. C., leader among the debs who came out at the St. Cecilia's Ball this season, basks in the admiration excited by her Ocean contoured swim suit. It is a Tropical fish Jacquard weave. Lastex satin.



PUT ON PRETTY AIRS IN

COOL WHITE GLOVES



● With dainty flowers, with bright beads or baby-cap frills, these American creations set the pretty pace for summer gloves. In smooth Fauntex*, breezy Honeycomb* or Airynette*—all cool rayon fabrics which wear well and are undaunted by frequent tubbings.

"because you love nice things"

Van Raalte

(On Figure)

ROSEBUD new longer
glove of Airynette

(left to right above)

MEXICAINE	of Fauntex
FROU-FROU	of Airynette
MAYTIME	of Honeycomb
MAYFLOWER	of Fauntex

All Pleasingly Priced \$1

*Reg. U. S. Pat. Off.

STOCKINGS • UNDERTHINGS • GLOVES • 295 FIFTH AVENUE, NEW YORK CITY

EASY ON, EASY OFF—TRIM AS A PIN!

they're closed with
Talon fasteners!

Reg. U. S. Pat. Off.

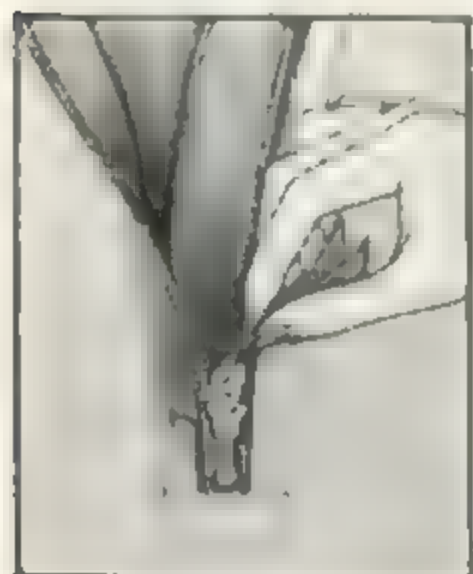


THE SYMPTOMS: You've just put on the *stunningest, slenderest* Summer dress ever cudged from a designer's brow. And then—*le moment fatal*—you see the bump of your corset fastener ogling through. Horrors!

THE ANTIDOTE: Hop to your favorite shop and get a foundation that has the Talon slide fastener. (You'll find them in every price range and in every type of garment.)

THE TALON fastener gives you the smoothest, evenest silhouette you can conceive... no bulges, no wrinkles! It locks securely at the top... always launders perfectly... and it makes corsets *so easy* to put on—to take off.

TALON fastener is the only slide fastener especially made to meet the severe requirements of corsets. It locks securely. It is not harmed by laundering. Always operates with perfect ease and smoothness.



A LITTLE judicious boning in front achieves a concave diaphragm line for this foundation of silk brocade and lace. It is closed sleekly with a Talon slide fastener.

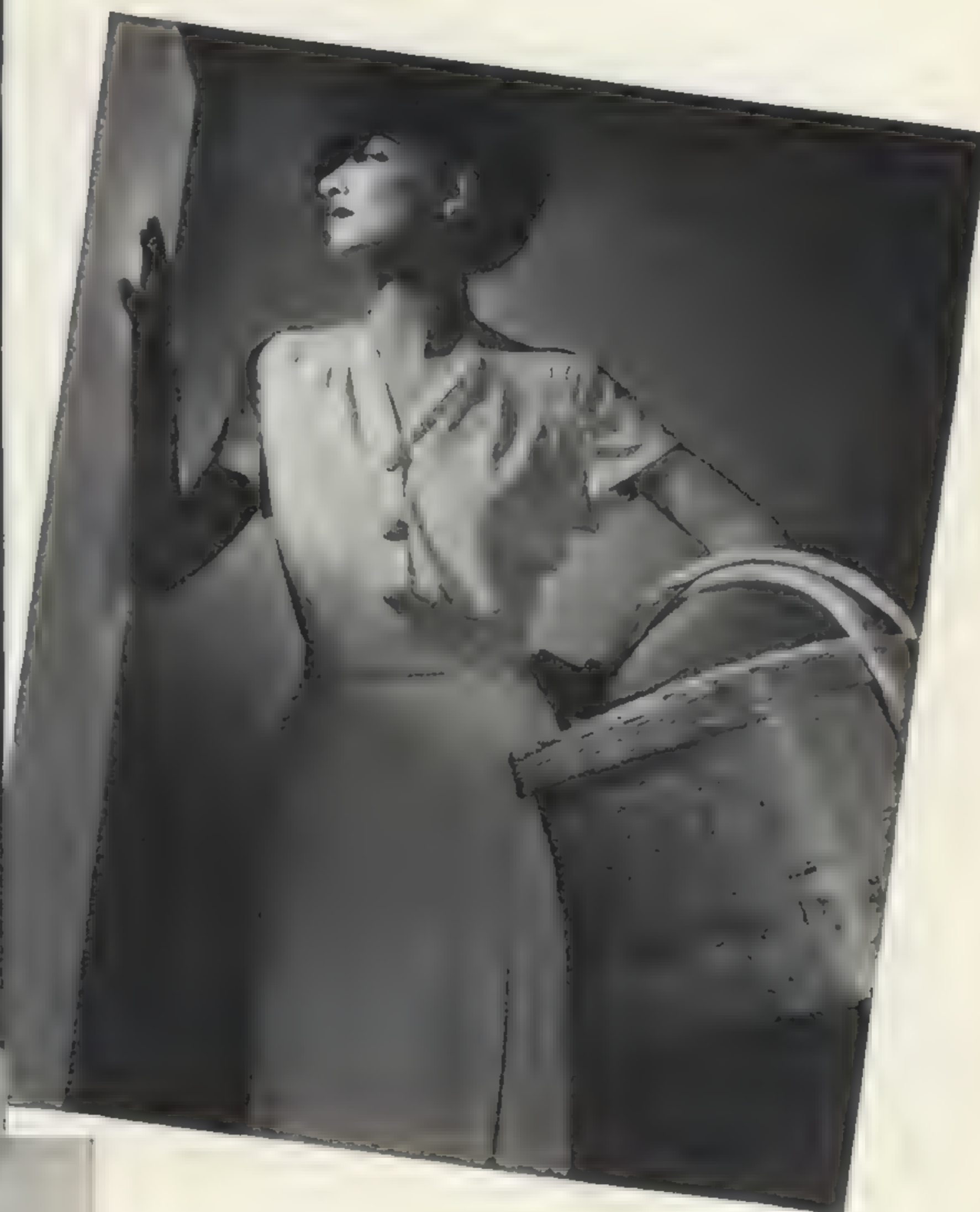
COBWEB restraint in a cleverly cut evening foundation of net front and back that does not stretch, net at the sides that does. Sleek Talon slide fastener closing.

TO WEAR under dresses that demand a trim mid-riff, a girdle of stretchable net and satin, cut high in front, lightly boned. Closed with a Talon fastener.



TALON CORSET
Reg. U. S. Pat. Off.
FASTENERS
MADE BY TALON, INC.

Slip into Jersey



Lilly Daché Hats



by Charles Armour
from Celanese

Jersey is going to town—it's also going to the country club—to skytop restaurants—garden teas and smart resorts. In a word, jersey is going into your summer wardrobe in a big way. Celanese* rayon jersey from Celanese Corporation is smooth and soft as suede—cool as an iced julep—yielding a slim grace that defies wrinkling and mussing. Slip into jersey—here are the season's smartest four. You'll find them at leading stores throughout the country. In New York—at Best & Company. **CHARLES ARMOUR, INC. • 498 SEVENTH AVENUE • NEW YORK**

TAKE A TRIP WITH JERSEY
Packs light. Steps out fresh and ready for any date. Take a trip with jersey—then try to live without one or two if you can. Priced at \$19.95 each. *Reg. U. S. Pat. Off.

WRITE FOR THESE BOOKLETS

You can simplify your shopping and learn more about many products advertised in Vogue by writing to the addresses listed below for these booklets. They're all free unless otherwise indicated.

Travel

SAILINGS TO AND FROM EUROPE. Sailing dates to and from England, Ireland, France and Germany are given in a new folder that also has an outline of summer cruises to the North, and summer and autumn Mediterranean cruises. HAMBURG-AMERICAN LINE, NORTH GERMAN LLOYD, DEPT. V, 57 BROADWAY, NEW YORK, NEW YORK.

HOTELS IN THE CANADIAN ROCKIES are illustrated and described in this charming booklet that gives you all the information you'll need to plan your trip. CANADIAN PACIFIC, DEPT. V, 344 MADISON AVENUE, NEW YORK, NEW YORK.

ITALIAN LINE MEDITERRANEAN CRUISES. Information on the famous "Lido Liner" cruises in the Mediterranean will be sent you on request. ITALIAN LINE, DEPT. V, 626 FIFTH AVENUE, NEW YORK, NEW YORK.

VISIT JAPAN—a beautifully illustrated booklet on Japan, describes the incomparable scenery, the numerous resorts, the arts and crafts of the country, and her ancient customs. JAPAN TOURIST BUREAU, DEPT. V, 551 FIFTH AVENUE, NEW YORK, NEW YORK.

CUNARD WHITE STAR SCHEDULE includes not only the 1938 Cunard White Star sailings to Europe, but a list of the year's outstanding events in Europe, and the Cunard cruise program. CUNARD WHITE STAR LINE, DEPT. V, 25 BROADWAY, NEW YORK, NEW YORK.

CABIN CLASS STATEROOMS ON THE WASHINGTON AND MANHATTAN is a United States Line booklet that pictures the rooms and apartments on these luxurious American liners. A rate sheet with a schedule of sailings will also be sent to you. UNITED STATES LINE, DEPT. V, 1 BROADWAY, NEW YORK, NEW YORK.

SUN VALLEY—this famous winter and summer resort is pictured and described in an attractive booklet that tells you about the summer activities you may enjoy in this superb mountain resort. A copy will be sent to you on request by UNION PACIFIC, DEPT. V, 1416 DODGE STREET, OMAHA, NEBRASKA.

HAWAIIAN GUIDE is a handy book of facts on Hawaii—the island, travel facilities to Hawaii, places to stay while there, sports, weather and travel on the islands. Helpful details on passports, clothing, food, etc., are also given. HAWAII TOURIST BUREAU, DEPT. V, 30 ROCKEFELLER PLAZA, NEW YORK, NEW YORK.

TRAVEL IN GERMANY is an interesting booklet that will give you a wealth of information about Germany and travel in Germany. It tells you about resorts, hotels, sports, railroads, planes, etc. This complete little book even contains a map to help you plan your trip. In addition, special regional booklets on Germany are available for your use. GERMAN RAILROADS INFORMATION OFFICE, DEPT. V31, 665 FIFTH AVENUE, NEW YORK, NEW YORK.

THIS IS ENGLAND tells you *what* you will see in England and *how* to see it! There are many beautiful illustrations. Another booklet called "Land Cruises" tells you about the personally conducted tours through Western England and Wales. ASSOCIATED BRITISH RAILWAYS, DEPARTMENT V, 9 ROCKEFELLER PLAZA, NEW YORK, NEW YORK.

SWISS ALBUM includes a brief history of the republic of Switzerland. This engaging picture album is divided into three parts: landscapes, towns and villages, and Swiss folk. SWISS FEDERAL RAILROADS, DEPT. V, 475 FIFTH AVENUE, NEW YORK, NEW YORK.

Silver

THE STORY OF STERLING is an interesting and complete book that will make you see your Sterling Silver with more knowing and appreciative eyes. Chapters on the History and Romance of Sterling, and on design give new understanding of this craft. Hints on table settings, decorative uses, and the care of silver are of practical value. For your copy, send ten cents to the STERLING SILVERSMITHS GUILD OF AMERICA, DEPT. V, 20 WEST 47 STREET, NEW YORK, NEW YORK.

Wardrobe

GANTNER FLOATING BRA SUITS are illustrated in a new folder that explains how this inner-bra gives you a slim waist, slim hips, and high bust. GANTNER & MATERN CO., DEPT. V, 1453 MISSION ST., SAN FRANCISCO, CALIFORNIA.

JANTZEN WISP-O-WEIGHT SUITS are made with "Lastex" yarn to assure lasting fit and comfort. Two new folders illustrate Jantzen models for men and women. JANTZEN KNITTING MILLS, DEPT. V, PORTLAND, OREGON.

YOLANDE HANDMADE LINGERIE—a new folder illustrates eleven of the charming Yolande slips and nightgowns. YOLANDE, DEPT. V, 16 EAST 34 STREET, NEW YORK, NEW YORK.

"SKIPIES" are Formfit's special foundations for slim figures, for even slim figures need control to make clothes really fit. THE FORMFIT COMPANY, DEPT. V, 500 SOUTH FRANKLIN STREET, CHICAGO, ILLINOIS.

Beauty

HOW TO BE CHARMING gives you the essentials for being a charming person, and it recommends ways of improving your complexion, your figure, your clothes, your conversation, even ways to make your home a more adequate background for your personality. Please send ten cents to THE CHAS. H. PHILLIPS CHEMICAL CO., DEPT. V, 170 VARICK STREET, NEW YORK, NEW YORK.

ANY WOMAN CAN LOOK LOVELIER is Barbara Gould's booklet that gives directions for caring for your skin at home, with specialized treatments for individual skin faults. You are also told how to apply your make-up. BARBARA GOULD, DEPT. V, 35 WEST 34 STREET, NEW YORK, NEW YORK.

BEAUTIFUL HANDS BY PEGGY SAGE outlines the authentic Peggy Sage manicure method that you may follow at home. There are many suggestions from Miss Sage in this booklet, including a group of "gymnastics" for your hands to make them more graceful! PEGGY SAGE, INC., DEPT. V, 50 EAST 57 STREET, N. Y. C.

Schools

VOGUE'S SCHOOL DIRECTORY contains a listing of private schools for boys and girls, and vocational schools for men and women. It also gives helpful information about *how* to choose a school. VOGUE'S SCHOOL BUREAU, DEPT. 20, 420 LEXINGTON AVENUE, NEW YORK, NEW YORK.



New Fashions in a CROWN TESTED RAYON FABRIC

The fashions shown on the opposite page are featured by the following stores:

Ablene, Texas.....	Campbell's, Inc.	Lowiston, Maine.....	Ward's
Akron, Ohio.....	A. Peisky Co.	Lexington, Ky.....	Wolf Wile Co., Inc.
Albany, N. Y.....	Fashion Shop	Lima, Ohio.....	Feldman's, Inc.
Allentown, Pa.....	H. Leh Co.	Lincoln, Nebraska.....	Gold & Co.
Altoona, Pa.....	Simmond's	Little Rock, Ark.....	M. M. Cohn Co., Inc.
Amarillo, Texas.....	Marizon Co.	Long Beach, Calif.....	Gibson Style Shop
Anaheim, Calif.....	Millerick's	Longview, Texas.....	Palais Royal
Anderson, Ind.....	G. W. Gates	Los Angeles, Calif.....	J. J. Haggarty
Asbury Park, N. J.....	Steinbach-Kresge	Louisville, Ky.....	Kaufman-Straus
Asheville, N. C.....	Perkinson's	Lowell, Mass.....	Cherry & Webb
Athens, Ga.....	Michael Bros.	Lynn, Mass.....	Vogue Shop
Atlanta, Ga.....	Leon Frehsin	Madison, Wisc.....	Simpson Garment
Atlantic City, N. J.....	M. E. Blatt Co., Inc.	Memphis, Tenn.....	Levy's Ladies' Toggery
Augusta, Ga.....	Goldberg's	Michigan City, Ind.....	Russell H. Kramer
Aurora, Ill.....	S. S. Sencenbaugh	Milwaukee, Wisc.....	Bitker Gerner
Austin, Texas.....	Goodfriend's	Minneapolis, Minn.....	John W. Thomas
Baltimore, Md.....	Schleisner Co., Inc.	Monroe, La.....	Bella Scherck Davidson
Bangor, Maine.....	Eugene Cummings	Montgomery, Ala.....	Al Levy's
Bay City, Michigan.....	H. G. Wendland & Co.	McKeesport, Pa.....	Katzman's
Beaumont, Texas.....	The Fashion	Nashville, Tenn.....	Rich, Schwartz & Joseph
Binghamton, N. Y.....	Morton Coy	Newark, N. J.....	Kresge's
Birmingham, Ala.....	Blach's	New Bedford, Mass.....	Cherry & Co.
Bismarck, N. D.....	Rose Shop	New Brunswick, N. J.....	Rosenthal's
Bloomington, Ill.....	Paul Anderson	New Haven, Conn.....	Style Frocks
Boise, Idaho.....	Hadley's	New Kensington, Pa.....	Silverman's
Boston, Mass.....	Chandler & Co.	New London, Conn.....	Rockwell & Co.
Bradford, Pa.....	Sachs Bros.	New Orleans, La.....	Keller Zander
Brooklyn, Mass.....	Storey & Co.	New Rochelle, N. Y.....	Bromley Shop
Brookline, Mass.....	Ann Barron	Niagara Falls, N. Y.....	Beir Bros.
Brooklyn, N. Y.....	Abraham & Straus	Norfolk, Va.....	Worth's
Buffalo, N. Y.....	Adam Meldrum & Anderson	Oakland, Calif.....	Kahn Dept. Store, Inc.
Burlington, Iowa.....	J. S. Schramm Co.	Oak Park, Ill.....	Bramson, Inc.
Burlington, Vermont.....	Abernathy, Clarkson, Wright, Inc.	Ogden, Utah.....	Herbert I. Michael, Inc.
Canton, Ohio.....	Halle Bros. Co.	Oklahoma City, Okla.....	Rothschild's
Casper, Wyo.....	Blakey & Co.	Omaha, Nebraska.....	Carman's
Charleston, S. C.....	Snelgrove's, Inc.	Oswego, N. Y.....	M. J. McDonald
Charlotte, N. C.....	Belk Bros. Co., Inc.	Parkersburg, W. Va.....	J. S. Broida
Charlottesville, Va.....	Style Shoppe	Pasadena, Calif.....	Dunning's
Chattanooga, Tenn.....	Pickett's	Paterson, N. J.....	Meyer Levine & Co.
Cheyenne, Wyo.....	Freed's	Perth Amboy, N. J.....	Fashion Bar
Chicago, Illinois.....	Maurice L. Rothschild, Inc.	Philadelphia, Pa.....	Bonwit Teller
Chillicothe, Ohio.....	Wm. Norvell Co.	Phoenix, Ariz.....	Korrick's
Cincinnati, Ohio.....	Jenny, Inc.	Pittsburgh, Pa.....	Meyer Jonasson
Clarkburg, W. Va.....	Broida's	Pittsfield, Mass.....	England Bros.
Cleveland, Ohio.....	Halle Bros. Co.	Plattsburg, N. Y.....	Sharron's
Colorado Springs, Colo.....	Rae Dress Shop	Pontiac, Mich.....	Arthur's
Columbus, Ohio.....	Madison's	Portland, Maine.....	Owen Moore & Co.
Coronado, Calif.....	Lilah Elgin	Portland, Oregon.....	Olds, Wortman & King
Cortland, N. Y.....	Francis O'Sullivan	Portsmouth, Va.....	Famous
Cumberland, Md.....	Lazarus, Inc.	Pottsville, Pa.....	Caster's
Dallas, Texas.....	Sanger Bros., Inc.	Providence, R. I.....	Cherry & Webb
Danville, Ill.....	The Fashion	Pulaski, Va.....	Raffo's
Danville, Va.....	Belk Leggett Co., Inc.	Raleigh, N. C.....	Jeans (Brooks)
Decatur, Ill.....	Semmel's	Reading, Pa.....	Mary Sachs
Denver, Colo.....	Daniels & Fisher Stores Co.	Richmond, Va.....	Thalhimer Bros., Inc.
Des Moines, Iowa.....	Wolf's, Inc.	Roanoke, Va.....	Lazarus'
Detroit, Michigan.....	D. J. Healy Shops	Rockford, Ill.....	D. J. Stewart & Co.
Duluth, Minn.....	Oreck's, Inc.	Rutland, Vermont.....	Economy Store
El Dorado, Ark.....	Kahlden Shop	Saginaw, Mich.....	Peggy Washington
Elizabeth, N. J.....	Levy Bros.	Salem, Mass.....	Royal Skirt
Elmira, N. Y.....	E. Hazel Murphy	Salisbury, Md.....	Benjamin's
El Paso, Texas.....	The White House	Salt Lake City, Utah.....	Herbert I. Michael, Inc.
Erie, Pa.....	Halle Bros. Co.	San Antonio, Texas.....	Canadian Fur Co.
Eugene, Oregon.....	Ruth McCulloch	San Bernardino, Calif.....	Harris & Co.
Evansville, Ind.....	De Jong's, Inc.	Sandusky, Ohio.....	Wm. S. Frankel
Evansville, Ind.....	Cherry & Webb Co.	San Jose, Calif.....	Appleton Co.
Fall River, Mass.....	Rose Shop	Santa Barbara, Calif.....	Jacob Goldstein
Fargo, N. D.....	Capitol Dept. Store	Santa Fe, N. Mexico.....	White House
Fayetteville, N. C.....	Miller Cio. Co.	Savannah, Ga.....	Morris Levy
Fitchburg, Mass.....	Smith, Bridgman & Co.	Schenectady, N. Y.....	Imperial Ck. Co.
Flint, Michigan.....	Bruckner's	Scranton, Pa.....	Heinz Store
Fresno, Calif.....	D. B. Fishman & Co.	Seattle, Wash.....	Hadley's
Ft. Wayne, Ind.....	Jackson	Sharon, Pa.....	R. H. Garrick
Gary, Ind.....	Blackstone Shop	Shreveport, La.....	Selber Bros.
Glens Falls, N. Y.....	Merkel & Gelman	Sioux City, Iowa.....	T. S. Martin
Gloversville, N. Y.....	Pearlman Co.	Spartanburg, S. C.....	Aug. W. Smith
Grand Rapids, Mich.....	Paul Steketee & Sons	Spokane, Wash.....	Alexander's
Great Falls, Mont.....	Paris Fligman	Springfield, Ill.....	Myers Bros.
Greensboro, N. C.....	Brownhill's	Springfield, Mo.....	Muriel's
Greensburg, Pa.....	Pross Co.	St. Louis, Mo.....	Sonnenfeld's
Greenville, Miss.....	Dave Weinberg	St. Paul, Minn.....	Schunemann's & Manheimer's
Greenwich, Conn.....	Lucile Lockwood	Sweetwater, Texas.....	Levy Bros.
Hamilton, Ohio.....	Mayer's, Inc.	Syracuse, N. Y.....	Flah & Co.
Hammond, Ind.....	Rothschild & Hirsch	Tacoma, Wash.....	Rhodes Bros.
Harrisburg, Pa.....	Mary Sachs	Terre Haute, Ind.....	Silver's
Hartford, Conn.....	Worth of Hartford, Inc.	Texarkana, Tex.....	McCoy Simms Johnston Shop
Hazleton, Pa.....	Hymen's	Toledo, Ohio.....	Morgan's Peggy Shoppe
Herrin, Ill.....	Herrin Supply Co.	Topeka, Kansas.....	Pelletier's
Hollywood, Calif.....	Broadway Hollywood	Trenton, N. J.....	Alice Elizabeth Shoppe
Honolulu, T. H.....	McInerney, Ltd.	Troy, N. Y.....	W. P. Herbert
Honolulu, T. H.....	Albert Mendel	Tulsa, Okla.....	Raymonds, Inc.
Houston, Texas.....	Battelstein's, Inc.	Tuscaloosa, Ala.....	Pizitz Mere
Huntington, W. Va.....	Browns Apparel	Twin Falls, Idaho.....	Hadley's
Indianapolis, Ind.....	H. P. Wasson & Co., Inc.	Waco, Texas.....	Goldstein Migel Co.
Iowa City, Iowa.....	Strub's	Walla Walla, Wash.....	Hadley's
Ironwood, Michigan.....	O'Donnell's	Washington, D. C.....	Frank R. Jelleff, Inc.
Jackson, Miss.....	Emporium, Inc.	Washington, Pa.....	Hal Lewis
Jacksonville, Fla.....	Levy's (Walter Brownlow)	Waterbury, Conn.....	S. H. Greenberg
Johnson City, Tenn.....	King's, Inc.	Wewoka, Okla.....	Myles'
Kalamazoo, Mich.....	Gown Shop	Wheeling, W. Va.....	Stone & Thomas
Kansas City, Mo.....	Rothschild & Sons, Inc.	Wichita, Kansas.....	Hinkel
Knoxville, Tenn.....	Miller's, Inc.	Wilkes-Barre, Pa.....	Beverly S. Greenfield
Lake Charles, La.....	New Palais Royal	Williamsport, Pa.....	May Steinberg
Lancaster, Pa.....	Charles P. Wiseman Co.	Wilmington, Dela.....	Arthur's Apparel Shop
Lancaster, Pa.....	Mary Sachs	Wilmington, N. C.....	Belk Williams Co., Inc.
Lawrence, Mass.....	Cherry & Webb	Winston Salem, N. C.....	Davis Co.
Lawton, Okla.....	Phil Hornstein's	Worcester, Mass.....	Ulian's
		Yonkers, N. Y.....	Fashion Shop
		York, Pa.....	Beil's
		Youngstown, O.....	Chas. Livingston & Sons, Inc.

If a store in your city is not listed above, write

AMERICAN VISCOSSE CORPORATION
200 MADISON AVENUE, NEW YORK, NEW YORK

"Ced White" in a Crown Tested Rayon Fabric

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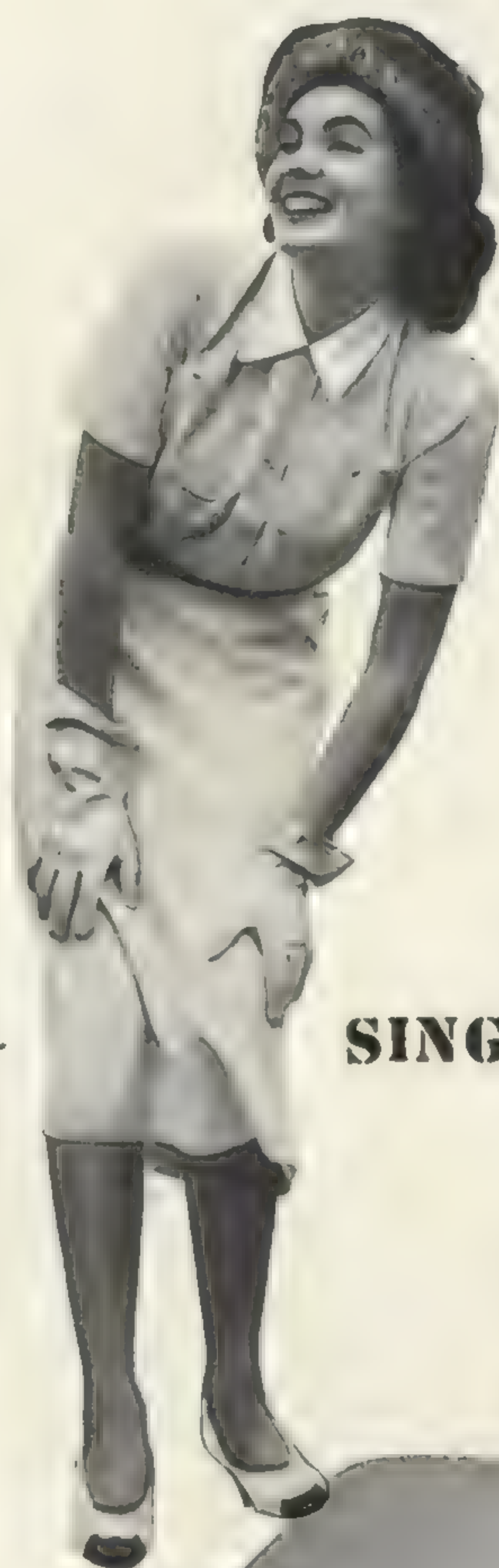
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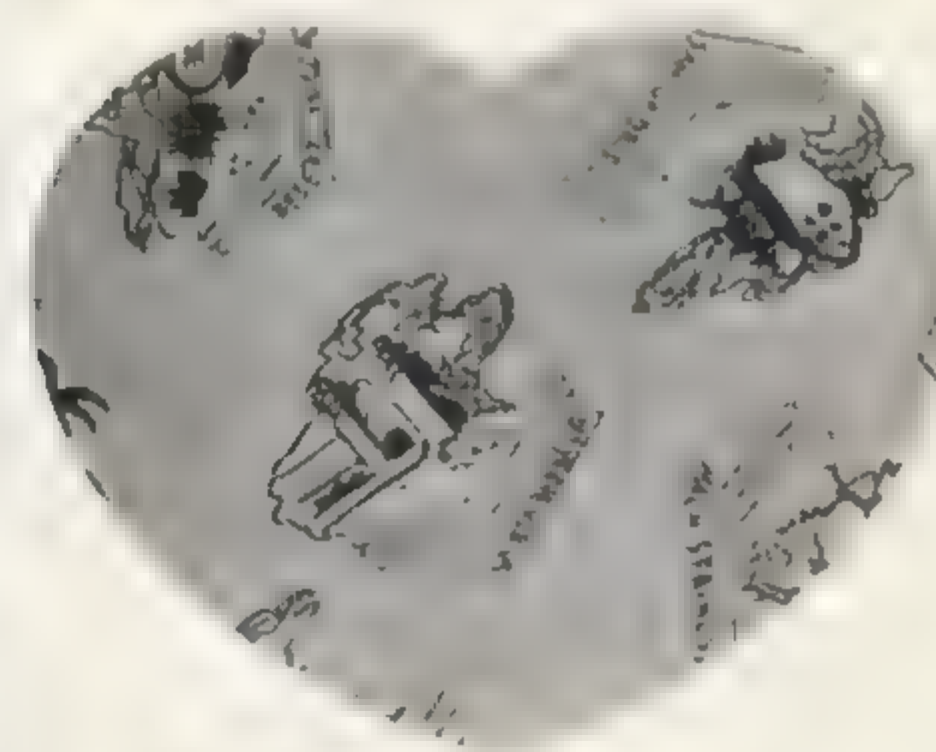
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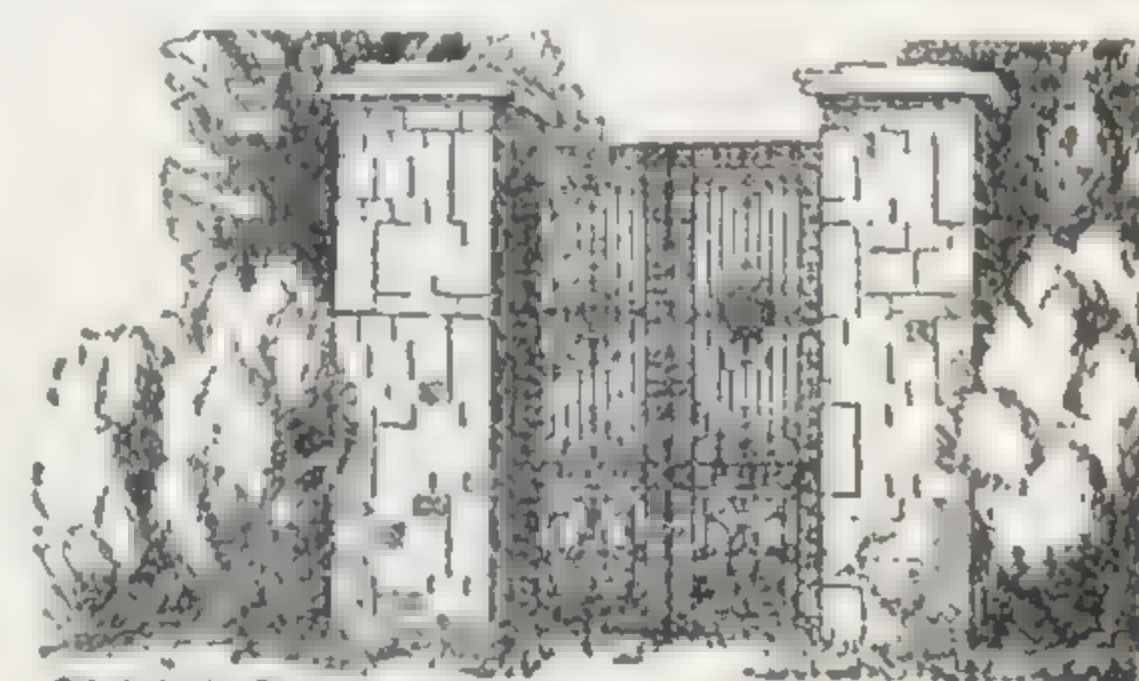
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But although the pleasure of shaping their young lives will always be one of your most gratifying experiences, it is intermingled with a great deal of doubt and perplexity.

Right now, those eight or nine weeks of summer vacation loom rather large. They are very important weeks—as important in the child's mental and physical development as are the weeks of schooling to which you give so much thought and consideration.

It is not fair to expect an active, spirited boy or girl to spend the sort of holiday you want and need so badly—any more than it would be logical to expect you to play Indians or pop into bed not too long after sunset.

Camp is the solution, of course. And the gleaming brown face of your child, when he returns from the properly disciplined weeks of vigorous outdoor sport, companionship, adventure, and learning, will be the most convincing proof.

But it must be the right camp. You cannot afford to experiment. Still, you cannot possibly visit dozens of camps before selecting the one you feel will be suitable for your child. So that is the part of the job we have gladly taken upon ourselves to do for you. We have been at it for 24 years, we know which are the good camps—for boys and for girls—how they are equipped, the personalities at the head of them, what they cost and which ones are best for specific types of children.

The coupon below is for your convenience. Won't you fill it in, tell us any individual requirements you may have and shift the burden of selection to us? We will do our best to help you.

MISS MARIAN COURTNEY

VOGUE'S CAMP BUREAU

1928 GRAYBAR BLDG., N. Y. C.

I would like you to recommend camps for my:

Son _____ Daughter _____

Age _____

Location _____


Approximate tuition _____

NAME _____

ADDRESS _____

CITY _____ STATE _____

5-15-38



McMullen Classics

You'll find them now from coast to coast—write for name of shop most convenient to you.

MCMULLEN COMPANY • 475 FIFTH AVENUE, NEW YORK



FRIVOLITY AND COMMON-SENSE in pleated white piqué. Jean King, American milliner who made this saucy bonnet, confides: "Frankly giddy—it will keep white and fresh as a daisy when washed in pure Ivory Flakes. Simple as A B C to iron."

JEAN KING, INC.
640 MADISON AVENUE • NEW YORK CITY

99% pure

MADE IN U.S.A. • MADE BY PHILIP A. GAMBINO

Country-Wire in Offord Crepe-a Celanese* rayon fabric

Habitmakers . . . these delightful frosted pastel "Free Action Sleeve" dresses . . . as beautifully tailored as your best beau's riding jacket. In classic Celanese Oxford Rayon Crepe . . . crisp, dull as pewter and very cleanable. Sizes—12 to 20. Colors—Strawberry Crush, Lime, Frosted Blue, Aqua Ice, and Snow White. Price, \$22.95

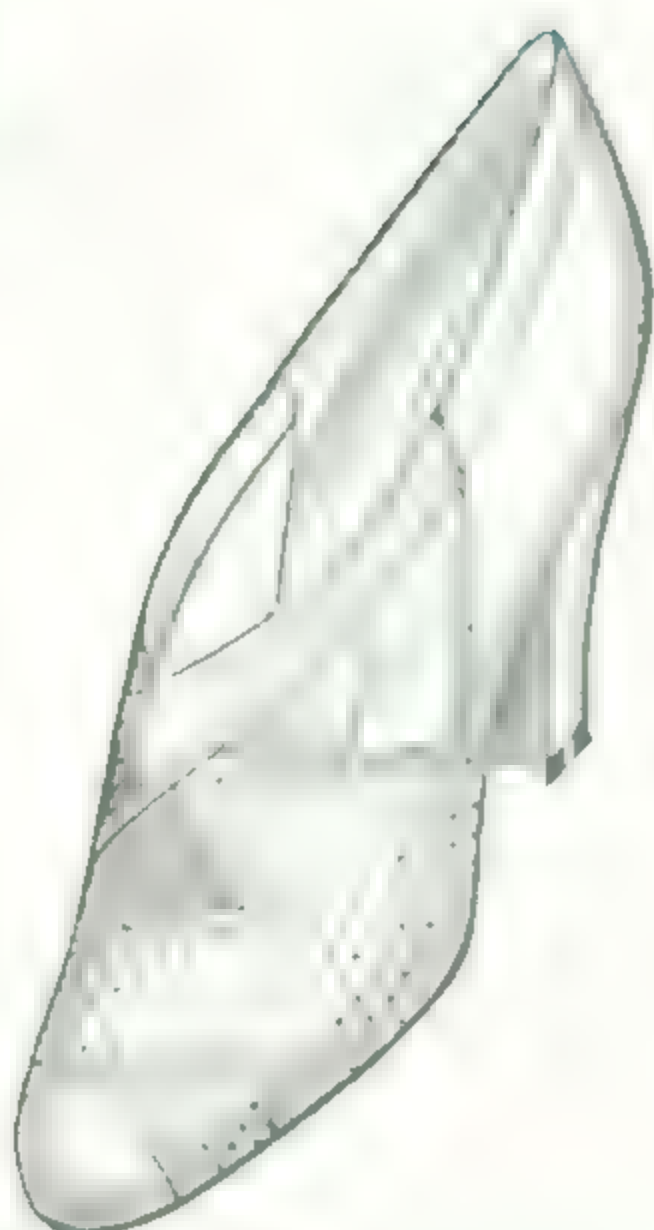
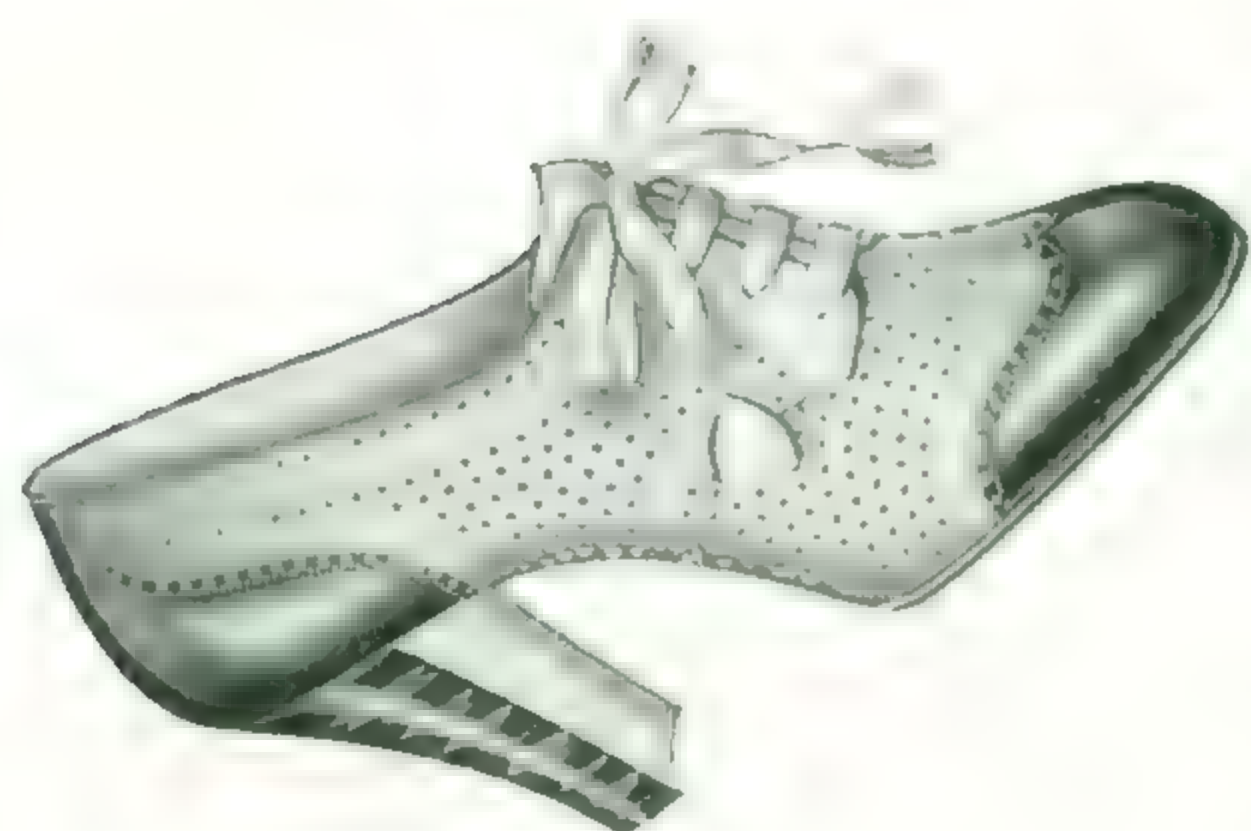


"Free Action Sleeve" Dresses . . . at your favorite store

*Reg. U. S. Pat. Off.

dramatic news
in summer shoes

Matrix originals



—shoes that cleverly ally custom-style with wonderful, soothing comfort! For, just as your bare foot sinks down into moist sand and finds relaxing, natural support — just so it will find complete support in Matrix Shoes. For “Your Footprint in Leather”, exclusive inner sole in every pair, is shaped, arched, curved — to duplicate, in leather, your very footprint! Begin now to experience the joy of day-long relaxation in shoes that are everywhere the magnet of smart eyes!

E. P. Reed & Company, Rochester, N. Y.,

Matrix Style Studio, 47 West 34th Street,
New York, N. Y.



“Your Footprint in Leather”
TONIA — (top) White Suede with cool, clear-through punchwork in clever design.

OAKMONT — (center) White Suede with Summer Tan Calf trim and cool, airy punchwork.

LOTUS — (bottom) White Suede step-in with pin-dot punchwork and dramatic criss-cross strap design.

CREATED  BY REED



Hair that's as lovely AFTER the swim as before Milady went in!



Exclusive patented suction band which keeps the water out

SHE'S *Waterwise...*

she wears a

U. S. HOWLAND

Swim Cap

THE ONE CAP THAT REALLY KEEPS YOUR HAIR DRY!

A dip in the deep won't harm a hair of the head that wears a U. S. Howland Swim Cap! More of a necessity than ever this year, because—little drops of water and little grains of sand are especially disastrous to the lovely loose waves, the soft, flat coils, or the ends barely turning back on themselves, that adorn the smartest coiffures of 1938! They demand the protection that you'll find only in the exclusive, patented suction band of the stunning U. S. Howland Swim Cap. And for children—the extra ear protection of the U. S. Howland Cap—in sizes and designs specially for children—make this the preferred of all caps for the younger frequenters of the waterways.

—and to add variety to your wardrobe—U. S. Swim Suits, with a beauty of texture all their own. Important fashion points: high bust line, excellent silhouette, good detail. Comfort and freedom second only to nude swimming.

—and as the footnote of perfection, U. S. Strollers, the smartest and most comfortable beach shoes that ever walked across the sand. Inner arches for support, cork-and-crepe combination soles, and grand reinforced cork heels that pack the sand as you walk. An entrancing variety of styles—you're sure to want more than one pair!

Look for the U. S. Swim Girl — There you'll find U. S. Water Wear! ... Typical of the styling and sheer beauty of U. S. Water Wear of 1938 is the outfit shown on the U. S. Swim Girl pictured here—U. S. Howland Swim Cap No. 1646—Pond Lily design (illustrated at upper left), U. S. Sea-Net Swim Suit No. 1874, U. S. Fish Net Bathing Shoe No. 802. Shop for your U. S. Water Wear in stores displaying this U. S. Swim Girl.



U. S. STROLLER
No. 850



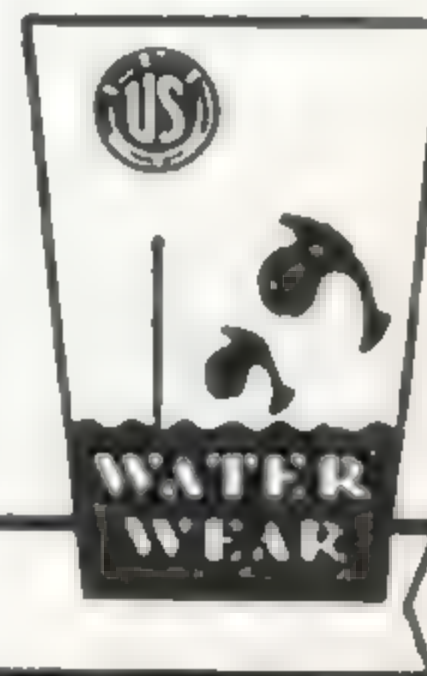
U. S. FISH NET
BATHING SHOE No. 802

Tune in—U. S. Royal
Master Tire Program,
Wednesdays, C. B. S.



United States Rubber Products, Inc., 1790 Broadway, New York, N. Y.

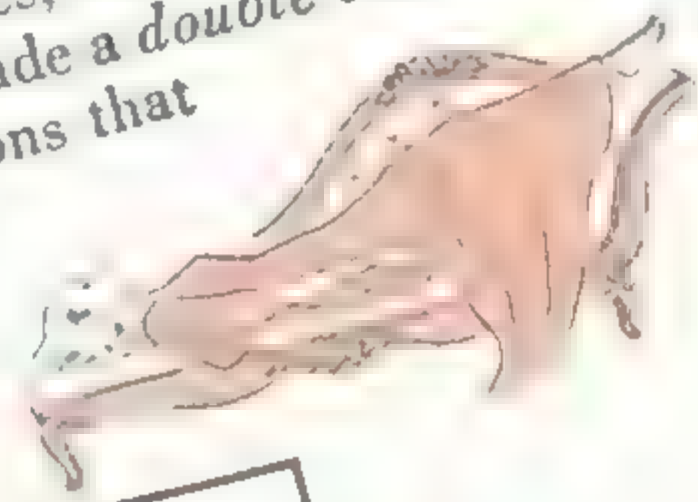
United States Rubber Company





A new Spring... A new Beauty life...

"I'd Tried Simply Everything ...
all kinds of cosmetics, massage, manipu-
lation. And then I made a double discovery
— beauty preparations that
work — DuBarry.
And a method
that works — the
Beauty-Angle!"



"I'm a 'Career Woman'...

And I take the DuBarry
Beauty-Angle Treatment
daily because it makes me
look like a lady of leisure!
Position is everything in
beauty life — if it's the
Beauty-Angle position!"



"I'm a Mother ...

They say 'You're Not That
Girl's Mother' ... and I glow
all over. The DuBarry Beauty-
Angle Treatment has restored
vitality to my skin, and given
me a new lease on life."



THE DUBARRY

Beauty-Angle

TREATMENT

HAS your skin a case of spring fever? Sallowness, bumps and blotches...with difficulty in keeping make-up on? Take the DuBarry Beauty-Angle Treatment at home regularly...and watch the rapid improvement! What's this beauty secret about? It's no secret at all that nourishment to the skin must come from *within*, that stimulation of the circulation aids the nourishment of the cells and tissues.

And ever since the Beauty-Angle Treatment was introduced at the Richard Hudnut DuBarry Salon...it's been no secret that this treatment *works*. As a home ritual exactly duplicating the Salon principle, the Beauty-Angle Treatment has won thousands of followers...because it's easy to take...because it combines natural circulation stimula-

tion with the soothing, smoothing and firming effects of DuBarry Beauty Preparations...but principally because it lives up to the claims made for it!

At all better cosmetic counters, trained DuBarry Salon representatives will be delighted to tell you how you can have a new beauty life this Spring...and many, many Springs to come. If you're too busy to consult a Beauty-Angle Adviser — though you shouldn't be! — write to Richard Hudnut, 693 Fifth Avenue, New York, for a booklet called "A New Slant on Beauty".

High Fashion Note...DuBarry Rose Make-Up

For the pinks, blues, lavenders and yellows that figure so excitingly in the color montage of Spring clothes, ask about DuBarry Rose Make-Up.



DU BARRY

beauty preparations by

RICHARD HUDNUT

THIS TREATMENT IS GUARANTEED AS ADVERTISED IN GOOD HOUSEKEEPING

• 693 FIFTH AVENUE, NEW YORK •
PARIS • LONDON • TORONTO • BUENOS AIRES
VIENNA • BUDAPEST • MEXICO CITY
HAVANA • CAPE TOWN • SYDNEY



Vacation Wardrobes

If you've thought about your summer vacation at all, you've thought about the subject of clothes. Just what will you need? How much should you take? And what will the clothes cost?

The new issue of Vogue Pattern Book answers all these questions and many more besides. It brings you an album of five smart wardrobes planned for five different types of vacations. There's one for the mountains and one for the shore . . . a sea-faring one for cruises and a practical one for nomads who expect to keep on the move. Last, but by no means least, there's the perfect week-

end wardrobe—without which no woman's summer is complete.

The Editors of Vogue Pattern Book have foreseen . . . and met . . . the requirements of each locale. But they've held each wardrobe down to a quantity that will fit comfortably into vacation luggage. They've chosen clothes that will do double or triple duty—that can go through the trials of travel crisp and smart to the very last day.

If you like to sew—or know a good seamstress—this issue of Vogue Pattern Book is your passport to a smart vacation.

OTHER SPECIAL FEATURES in Vogue Pattern Book

Good Sewing—an interview with Mrs. Guth, head of the Singer Sewing Machine School, proving that, "It's Easy to Do It the Right Way"—and telling you how.

A Customer Speaks—one Vogue Pattern user tells how she based a whole wardrobe on one Vogue Couturier Design.

Preview of Summer—frosty white dresses; cool costumes for town; house coats; romantic evening gowns; and scores of other designs for every age and activity.

The June-July Issue of VOGUE PATTERN BOOK now at all newsdealers' 35¢

Exclusive Holidays!

WITH GOLF, BATHING, SAILING
FAST TENNIS, RIDING, FISHING



AT THE SMART **ALGONQUIN HOTEL**


NEW BRUNSWICK

JUST across the bay from Maine, yet as English as its architecture, *The Algonquin* has played host to people of stability and consequence for more than a generation. Here, one finds a spreading country house where every comfort of lodging, food and service is taken for granted, set in the clipped perfection of green lawns on a breeze-swept promontory above blue water dotted with sails . . . Also the best golf in Eastern Canada, an 18-hole professional course with hazards to please those who know Scottish St. Andrews—a 9-hole practice course—4 fast tennis courts; riding, motoring, swimming—trout, bass and deep-sea fishing; sailing on sheltered Quoddy Bay—dancing, music, talkies. . . . An average summer temperature of 68 and no hay fever make St. Andrews the ideal choice for discriminating people.

The Algonquin is open—June 30 to September 6. Rates on request. See Travel Agent; any Canadian Pacific office; or write *The Algonquin*.

Canadian Pacific Hotels





Left: COQUETTE—A smartly continental half-skirt suit with contrasting revers. Wisp-o-weight of Jantzen-spun wool and Lastex yarn, \$7.95.

Suit on arm: CLIPPER—A trim maillot with deep Vee neck accenting the high, youthful divided bustline. Wisp-o-weight of Jantzen-spun wool and Lastex yarn, \$5.95.

Other Jantzen Creations: \$4.95 to \$12.95.

Slip into Jantzen's
new

WISP-O-WEIGHT

WITH LASTEX

● With such airy lightness, such thistledown softness—it's almost incredible that a swim suit could be so firm in its girdle fit. The secret is in Jantzen's new Lastex fabric—Wisp-o-weight. *Truly a wisp of weight with pounds of figure control.*

Here are suits of sparkling originality, meticulously tailored to achieve the fashionable classic lines. They mold and hold you firmly, yet with complete comfort. Best of all, they fit perfectly, in the water and out, they're jiffy-drying. Try on one of these new Wisp-o-weight suits of soft resilient wool with Lastex yarn, or of pure silk with Lastex yarn, knitted in by an exclusive Jantzen process. *Feel the difference! See the difference on you!* ✻ Jantzen Knitting Mills, Portland, Oregon; Vancouver, Canada; London, England; Sydney, Australia.

Jantzen
GIRDLE-FIT SWIMMING SUITS

JANTZEN KNITTING MILLS, Dept. 141, Portland, Oregon

Send me style folder in color featuring new 1938 models.

WOMEN'S ☐

MEN'S ☐

Name _____

Street _____

City _____

Stewardship....

Applied to the management of a Cunard White Star liner, "stewardship" assumes an heroic significance. Ashore, it means "the care of an estate and of all who dwell upon it"... but here the "estate" is a city of steel afloat upon the wide Atlantic! The responsibility is vast. It magnifies and explains that code of honour which Cunard White Star inherited from a seafaring race—which four successive generations have clarified and strengthened.

The captain holds a supreme "stewardship". But ship management extends in many more personal ways. You see it in the variety, in the continental artistry, of a dinner menu. You see it in him who still is called "steward"... who typifies the true British servant by manner and speech... who has attained an ideal of British service, through the 98 years of the Line. Like the officer on watch, this steward who tucks a rug about you embodies a tradition within a tradition... of Britain, and of the Line.

CUNARD WHITE STAR TO ALL EUROPE

Cunard White Star, largest fleet on the Atlantic, offers the widest choice of ships and routes and rates to Europe. Cunard White Star Express, from New York direct to Cherbourg, then Southampton, provides the fastest way to France... next sailings: Queen Mary May 25, June 8, 22; Aquitania June 1, 15, 29. Swift motorliners sail from New York to Ireland, England, France... Britannic June 11, July 9; Georgic May 28, June 25. Famous world-cruising liners sail from New York and Boston to Scotland, Ireland, England... Samaria May 21, June 17; Franconia June 3; Carinthia July 2. Great 20,000-ton "leisure liners" link New York and Boston with Ireland and England... Scythia May 27, June 24; Laconia June 10, July 8. And eight popular "A-Boats" offer two sailings a week from Montreal and Quebec on the scenic St. Lawrence route to France, England, Ireland, Scotland. Current rates as low as \$132 Cabin Class, \$117.50 Tourist, \$91 Third Class—Summer season slightly higher. Book through your local agent or Cunard White Star Line, 25 Broadway and 638 Fifth Ave., N.Y.

THE BRITISH TRADITION DISTINGUISHES
CUNARD WHITE STAR

ARIZONA

Tucson

Santa Rita Hotel, 250 rms. Tucson's Social Center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands; Polo; Golf. Nick Hall, Mgr.

CALIFORNIA

Arrowhead Springs

Arrowhead Springs Hotel. Smart 1800-acre retreat where desert meets the hills. Baths, sports. Hotel or bungalow. 1½ hrs. to Los Angeles. H. S. Ward, Mgr.

COLORADO

Brook Forest

Brook Forest Inn. A Swiss Chalet at 8,000 feet altitude. Saddle horses and tennis. Excellent food. Write for folder. Edwin F. Welz, owner.

Colorado Springs

The Broadmoor. At the foot of Pike's Peak. Aristocrat of resort hotels—center of social and sports activities in the West. Brochure on request.

Estes Park

Stanley Hotel. Luxurious resort in heart of Rockies. Riding, fishing, golfing, swimming, dancing. Tap Room. Modern. Renowned cuisine. Sensible rates.

Evergreen

Troutdale-in-the-Pines. Luxurious hotel and rustic cabins 30 miles from Denver. 7500 feet alt. Unsurpassed in beauty, 8000 acres of Mountain Parks. All sports.

CONNECTICUT

Indian Neck—Branford



THE MONTOWESE

Opening June 18—73rd season under Bryan Management. Delightfully located on Long Island Sound in midst of beautiful shade trees, uninterrupted water view, excellent sand beach. The sports include: sailing, fishing, tennis, dancing nightly. Own stables. Golf nearby. Ideal place for young people and families. Accommodates 250. Ten miles from New Haven. Write for Booklet V.

Old Lyme

Boxwood Manor offers good food, comfort, lovely gardens, private beach at ocean, sports. Three hours from New York or Boston. May 15th to Oct. 15th

GEORGIA

Sea Island



BEACH AND POOL AT SEA ISLAND

Ocean breezes cool play days at Sea Island, where broad beach and adjacent fresh-water pool center summer activity.—Variety each day with superb golf, tennis, skeet, fishing, sailing, dancing indoors or beneath the stars. At The Clolster, palatable tempting meals, expert service, distinctive setting, friendly air, yet most considerate rates. N. Y. Office, 500-5th Ave., Penn. 6-2060.

MAINE

Bar Harbor

The Malvern Hotel and Cottages. Personality, charm and homelike atmosphere at Maine's Famous Coast Resort. The best of accommodations at Moderate Prices.

Friendship—Martin Point

Mayflower On The Sea. One of Maine's finest small Colonial Inns. Off the beaten path. Moderate rates. Restricted clientele. Brochure on request.

Kennebunkport

Breakwater Court. One of the finest hotels on Coast. Accommodates 250 guests. Bathing, Golf, Tennis, Fishing and Boating. Opening June 25th

Moosehead Lake—Greenville Junction

Squaw Mountain Inn. Private, sporty golf course. Fishing, swimming, boating. Tennis, archery, hiking. Select clientele. No Hay Fever. Phil Sheridan, Mgr.

Northeast Harbor

Rock End Hotel. Exclusive resort hotel at seashore. On beautiful Mt. Desert Island. Golf, tennis, swimming, boating, riding, hiking. June 28 to Sept. 15.

Ogunquit

Sparhawk Hall. At salt water's edge. Surf bathing, sandy beach. Golf, tennis, fishing, riding. Orchestra. Sprinkler system. Elevator. Ogunquit Playhouse.

Prout's Neck

The Willows. Distinctive seashore resort. Friendly hospitality, splendid meals. Rates reasonable. Climate ideal. Golf, tennis, yachting, bathing.

MAINE

York Harbor



MARSHALL HOUSE

The Marshall House, modern brick construction, encircled by ocean and river, spacious private grounds, located in Maine's oldest town, a community of cultured and distinctive summer residents. Golf, tennis, seabathing, boating. Also The Emerson, high class hotel, same management. American plan. Booklet. G. L. Moulton, Manager, York Harbor, Me.

MARYLAND

Sherwood Forest

Sherwood Forest Hotel & Cottages. Near Washington and Baltimore. Restricted clientele. Salt water bathing, two golf courses, activities. W. E. Murray, Mgr.

MASSACHUSETTS

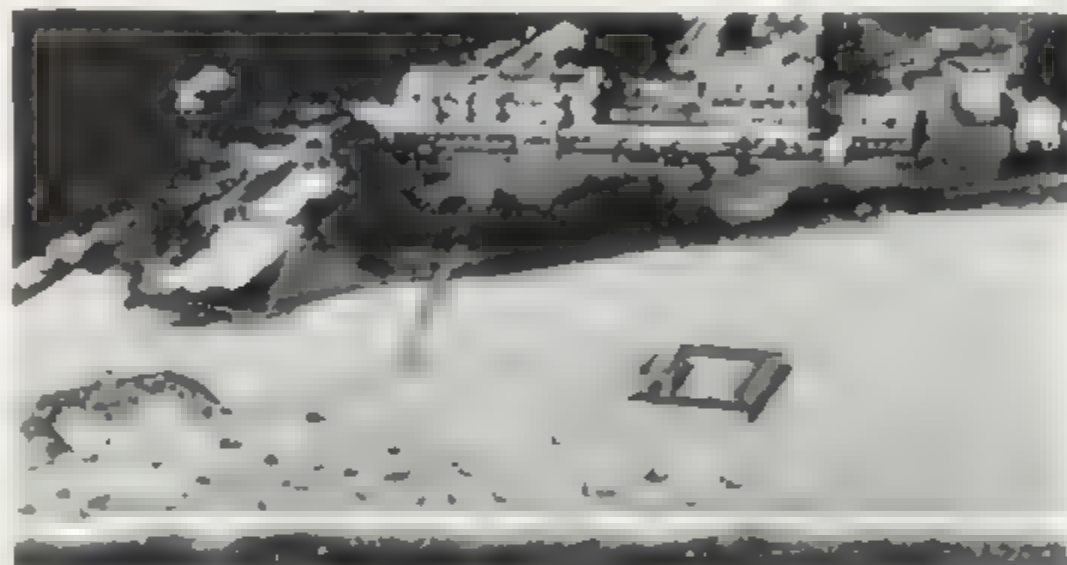
Boston

Hotel Puritan. An urban hotel—of distinction and New England good cheer. Ocean-fresh sea foods. 390 Commonwealth Avenue. Rates \$3.50 up.

Cape Cod—Falmouth

Column Terrace. Charming, quiet, home-like Inn. Delicious meals; comfortable accommodations. Private beach; bathhouses. Fishing, sailing, golf, tennis.

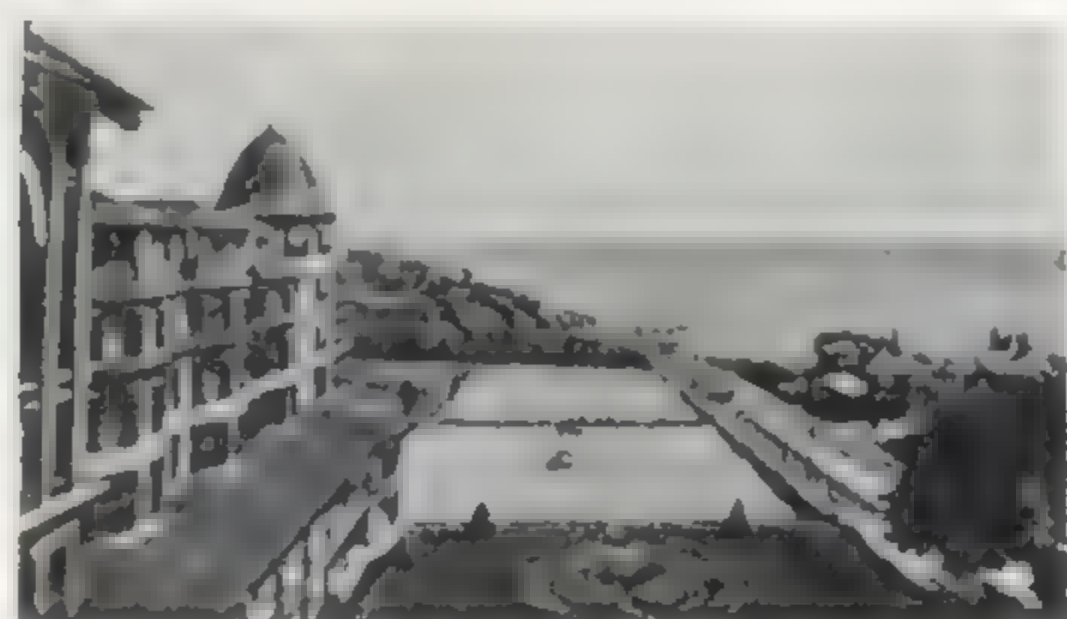
Cape Cod—West Harwich-By-The-Sea



THE BELMONT

Where the pines meet the ocean on Cape Cod's delightful South Shore, this famous seaside hotel nestles at the edge of its own private beach—a beach fringed with clear, clean salt water averaging 72 degrees. A splendid family hotel offering a diversity of recreational features—symphony and dance orchestra. May we send you literature? Opens June 24th, Ownership Management G. J. Munroe.

Magnolia



THE OCEANSIDE AND COTTAGES

For 59 years one of New England's outstanding resorts. Comfortable accommodations. Delicious cuisine. Private beach. Theatre. Orchestra. Restricted clientele. Booklet. "The air is sparkling, cool and clear. The foliage bright and green; Each gift of God is gathered here, In harmony serene." Geo. C. Krewson, Jr., President.

Swampscott



NEW OCEAN HOUSE

On the delightful and historic North Shore. Ideal seaside and country environment. All recreational features, including golf, tennis, fishing, riding, and yachting. Private bathing beach. Comfortable and spacious accommodations. Best patronage. Select cuisine with many sea food specialties. Rates considerate. Booklet. Clement Kennedy, President.

VOGUE'S

A DIRECTORY OF FINE

MASSACHUSETTS

Nantucket Island—Nantucket

Sea Cliff Inn. All summer attractions. Modern American accommodations for 150. Unexcelled view. Cottages. Music. Restricted Clientele. Eltinge Bros., Mgrs.

Nantucket Island—Siasconset

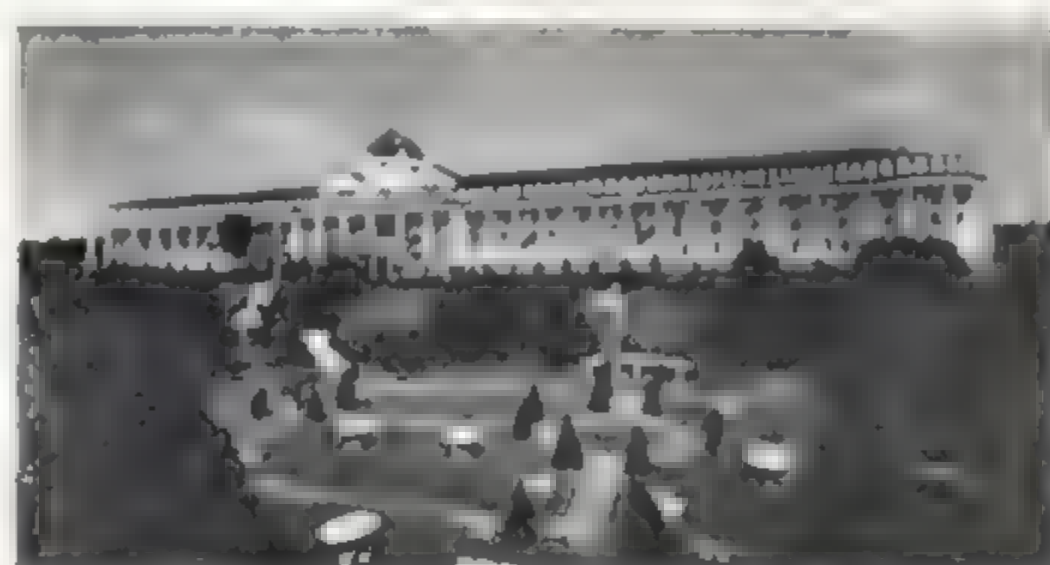
Beach House. In picturesque Siasconset. Modernly equipped 100 room hotel. Direct ocean view. Wide stretch of moors. All outdoor sports. Private Beach.

Northampton

Wiggins Old Country Store. **Wiggins Old Tavern** and **Hotel Northampton**—combining old charm and modern accommodations. Authentic New England Antiques.

MICHIGAN

Mackinac Island



GRAND HOTEL

No automobiles permitted on the Island. Saddle horses, carriages, rolling chairs, donkey carts and bicycles have full reign here. A quaint, historic retreat. Situated on a commanding bluff, the world's largest summer hotel looks down upon 500 acres of grounds and gardens, with the cool, blue waters of the Straits on every side.

MINNESOTA

Gull Lake—Brainerd

Pine Beach Hotel. Gull Lake. North's Finest. Golf Course & All Sports At Door. Arthur L. Roberts, Proprietor. \$40. week, up, American Plan. Bklt.

MISSISSIPPI

Pass Christian

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

NEVADA

Lake Tahoe

Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, motoring, lake and mountain sports. One hour from Reno. Elevation 8225 feet.

NEW HAMPSHIRE

East Wolfeboro

Birchmont. On Lake Wentworth. Individual Cabins. Central bungalow with attractive dining room. Unexcelled table. All sports. Restricted Clientele. Booklet.

Hanover

Hanover Inn, on Campus of Dartmouth College, offers intellectual and recreational opportunities. Golf, tennis, riding, canoeing. Discriminating service.

Lake Sunapee

Granliden Hotel. Private beach and golf course. riding stables, all outdoor sports, orchestra. American plan \$6 up. Restricted clientele. G. H. Bliss, Mgr.

Portsmouth



THE WENTWORTH BY-THE-SEA

A delightful summer home late June to early September. Old in its hospitable charm; modern in its appointments. Privately owned facilities for entertaining relaxation. Golf, tennis, ocean swimming pool, etc. Write for illustrated folder containing complete information and map. Farragut Hotel, Rye Beach, New Hampshire under same management.

PUTTING ON THE DOG(S)

For months, dog fanciers in every corner of the country have been grooming their champions and potentials for America's biggest show of the year, the Morris & Essex fixture, scheduled for Saturday, May 28, on the green of Mrs. M. Hartley Dodge's polo field at Madison, New Jersey.

The very tremendousness of the Morris & Essex event precludes the possibility of its boring even the rankest amateur. Last year the big white tents, with their gaily coloured banners and signs, housed more than 4,100 dogs; some 20,000 people watched and wandered up and down the aisles under the tents and out about the rings.

NEW HAMPSHIRE

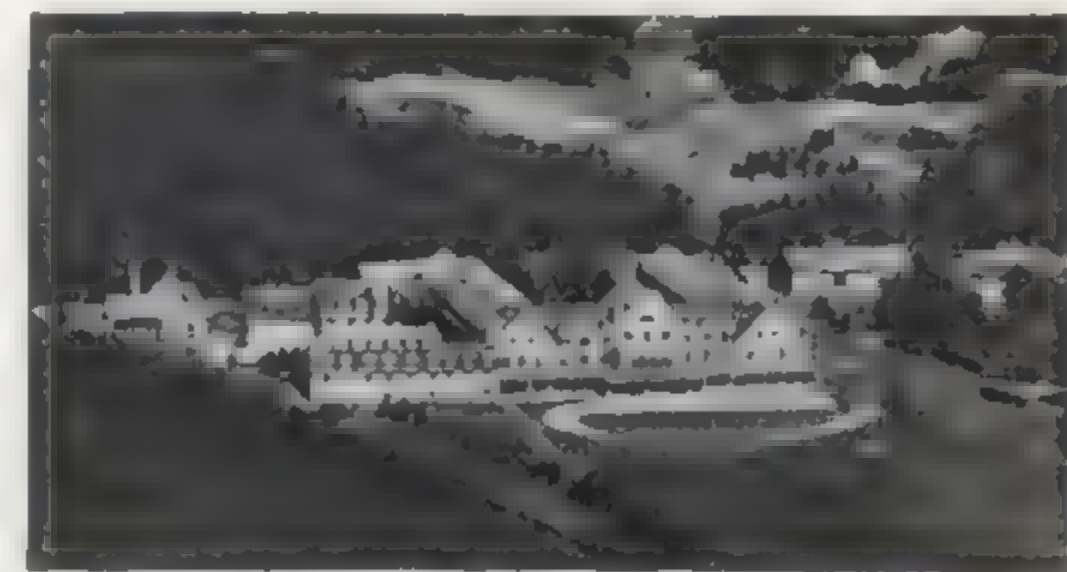
White Mountains—Bretton Woods



THE MT. WASHINGTON—THE MT. PLEASANT

Two famous hotels and 10,000 acres of delightful vacationland located at foot of majestic Presidential Range. All outdoor and indoor sports. Free golf to weekly guests. Outdoor swimming pool. Fishing . . . Riding . . . Tennis. Average summer temperature 70.4. No hay fever. Rates—American Plan—from \$6.00 at the Mt. Pleasant. \$8.00 at the Mt. Washington. Special all-expense visits for July.

White Mountains—Crawford Notch



CRAWFORD HOUSE AT CRAWFORD NOTCH

Discriminating people return every year to the Crawford House. Up-to-date rooming space—the best of food—Boston Symphony music—Golf—Tennis—Swimming—Riding—Boating—Hiking—no hay fever. Season June 24-Oct. 5. Rates with meals \$6 a day and up. Booklet and diagnosis of weekly rates—address: Barron Hotel Co., Crawford Notch, N. H. or ask Mr. Foster Travel Offices.

White Mountains—Franconia



THE FOREST HILLS HOTEL

The resort for every member of the family. Located on a 200-acre pine-wooded crest overlooking Franconia Notch—loveliest view in the White Mountains. Private golf course, tennis, fishing, riding, bathing, children's playground. Bracing mountain air assures relief from hay fever. Restricted clientele. Norman Pancoast, President and Manager.

You will find it of advantage to identify yourself as a reader of Vogue, in writing these advertisers

TRAVELOG

HOTELS AND RESORTS

SPEED AT ATLANTIC CITY

Last year for the first time, Atlantic City, New Jersey, presented a new sports feature, a speed-boat race around Absecon Island. So enthusiastically received was this event that it's to be run again, on Memorial Day, May 30.

The 22.6 mile course around the island, upon which Atlantic City is built, was navigated in some 28 minutes and 44 seconds by the 1937 winner, and to set that record the 26-foot Gold Cup racer had to reach as high as 70 miles an hour at times. There are plenty of thrills, both for spectator and contestant, because the course treacherously combines open sea, tricky inland waterways, and cross currents.

NEW HAMPSHIRE

Squam Lake—Holderness

The Asquam Hotel. High over lake, wide view of mountains. Established 1880. Restricted clientele. \$5. up per day. Illustrated leaflet.

White Mountains—Jefferson

The Waumbek Hotel. In the White Mountains. American Plan. 2,000-acre estate. 18-hole golf course. Booklet. Soren Lund, Jr., Manager.

White Mountains—Waterville Valley

Waterville Inn. Altitude 1553-4500 feet, 14 miles from railroad and motor traffic. Long time haunt of nature lovers. David S. Austin, 2nd, Lessee.

White Mountains—Whitefield



THE MOUNTAIN VIEW HOUSE

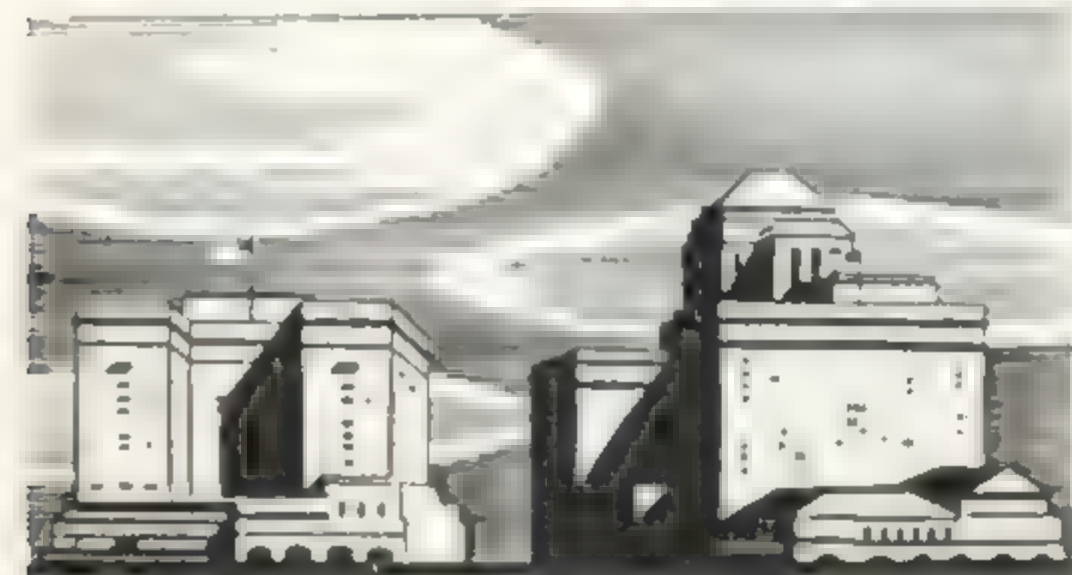
In an unusual location on a private estate, serving for many years a distinguished clientele, where Hospitality is a tradition and the cuisine and service are outstanding features. Offers all outdoor sports and an interesting social life. Booklet and rate schedule upon request. W. F. Dodge & Son. Season June 18-October 17.

NEW JERSEY

Atlantic City

Marlborough-Blenheim. Maintaining the standards of 35 years' continuous ownership management. American and European plans. Josiah White & Sons Co.

Atlantic City



CHALFONTE-HADDON HALL

We have many extra ways of making you welcome at these great beachfront hotels. There are concerts, lectures, dances, game rooms, and varied entertainment. Also long Ocean Decks, sunny solaria, health baths. Central Boardwalk location. Golf, tennis, and boating clubs nearby. Excellent meals. Restricted clientele. American and European plans. Moderate rates.

NEW JERSEY

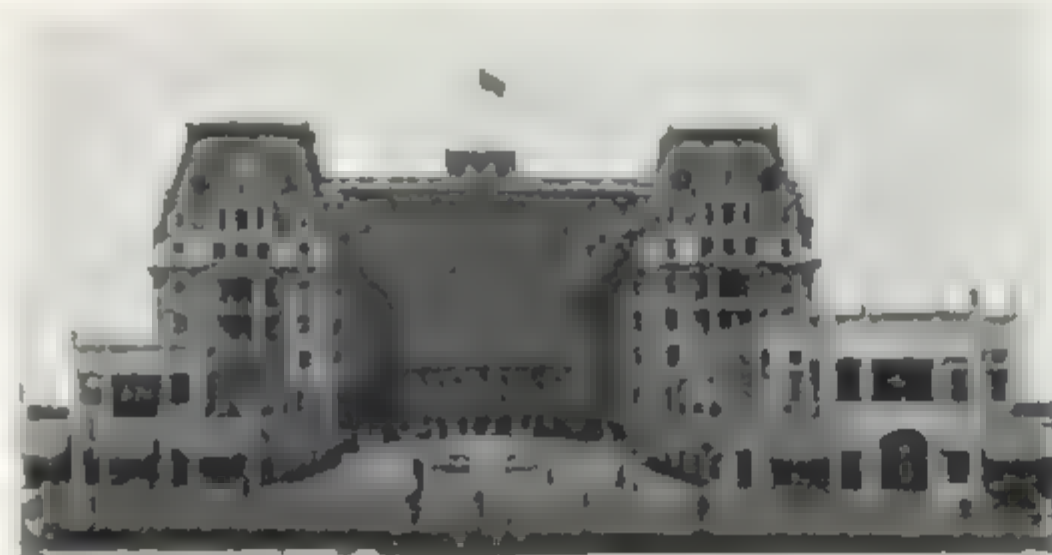
Atlantic City



HOTEL CLARIDGE

Unobstructed view of park, boardwalk and ocean; 3 Sundecks; Solarium; Health Baths. All rooms outside, luxuriously appointed, with fresh and sea water baths. European Plan: Single from \$4.50. Double from \$7.00. Also American Plan. For reservations call N. Y. Office, 500-5th Ave., CHickering 4-6699; Philadelphia, Kingsley 3150; in Washington, District 2685; in Pittsburgh, Atlantic 6240.

Atlantic City



HOTEL DENNIS

Magnifying the many advantages of spring and summer in Atlantic City . . . with Boardwalk location, close to all attractions—exclusive beach for bathing—cool deck lounges—sea water baths and health bath department. Cuisine featuring fresh products from Dennis farms. American and European Plans. Walter J. Buzby, Inc.

Spring Lake Beach



THE ESSEX AND SUSSEX

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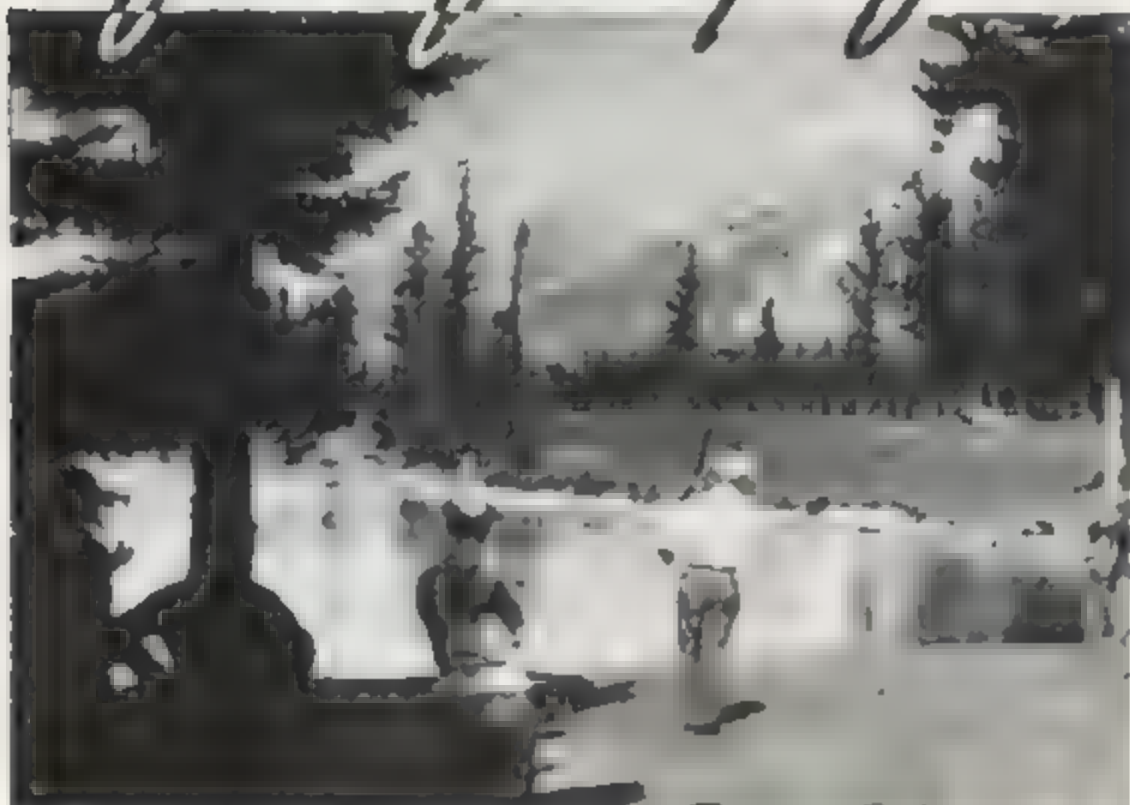
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Detroit, 1239 Wash. Blvd.	Seattle, 1329 Fourth Ave.
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Roads dwindle to threads on a rug. Fields are lost in an endless patchwork. Bunkers on golf courses shrink to aimless elfin footprints. Cities below you at night are incredible jewelled lattices. And above, the sky spreads out like a fan, while the embers of sunset take their time about dying; while the moon (as aloof as ever) silvers a floating floor of clouds....

But perhaps you'd rather mix your own metaphors for the feel of flying. You've probably caught the contagion of air-mindedness long since from some one who flew to South America, Palm Beach, California, or Hawaii. And no wonder, when you can fly directly to, or within an ace of, so many holiday destinations.

Planes stream across the country over three major air routes: the United Air Lines make a 'cross-country bee-line from New York to San Francisco; the Transcontinental and Western Air, Inc. (TWA spelled out), swoop southward, west of Chicago; and the American Airlines take the southernmost path of all, making a wide curve from New York to Los Angeles. More planes cover the coastlines: the Eastern Air Lines on the east (naturally) and the United Air Lines on the West Coast. And in between, there's a mesh of vertical and diagonal connecting lines. What with this spider-web of air lanes, your summer plans will probably involve an expedient flight or two. (Ours will, if we can manage it.)



Managing it, in the monetary sense, isn't particularly formidable, by the way. If you progressed more leisurely to your journey's end, your hotel bills, meals, and other travelling expenses would probably approximate the flight fare. And, if either is important to you, the time or tedium you'd save by flying settles the score.

Besides, flying is gratuitously very improving to the mind. Topography is suddenly divested of its relief-map unreality. It takes on meaning when you can watch farm-lands slope down to a river, up on the other side to pleat themselves into wooded ridges that grow up into a lonely plateau of mountains. Geology clarifies itself just as miraculously, and, if you're flying low enough, you'll probably get a new and interesting slant on the real estate business, too.

Making the actual arrangements for your flight is a simple business, of course—just a question of telephoning the air-line offices, the American Express, Thomas Cook and Sons, or some other first-rate travel agency. They'll give you all the information you can ask for, make your reservations, arrange to express your extra luggage ahead, if you have any,

and probably even deliver your tickets to you. If weather conditions delay your flight, they'll let you know, naturally.

We mention "weather conditions" with malice aforethought—to bring in the fact that, whenever planes are grounded because of them, most air-lines shoulder the expenses of your delay, or the cost of speeding you onward by other available methods. This is a reassurance, rather than a caution, for summer—meteorologically speaking—is the most gracious of seasons. But clouds or a slight rain don't by any means determine whether a flight is to go out on schedule or not, for if there's enough ceiling and visibility for the ship to take off, you'll climb through the clouds to find a sunny blue sky hidden above.

Naturally, the air-lines take no chances with your safety. You may be exhilarated by the speed (an imperceptible two hundred and forty miles per hour), by the dust-free air, and the Jovian altitudes, but flying, to them, means painstaking routine work, and the utmost care in attending to the smallest detail of it. One of the airlines has some figures that illustrate this: for every thirty-eight pilots aloft, a "ground crew" of nine hundred and fifty works in cooperation.



So far, we've said nothing about the thirty-five-pound luggage limit. We're coming to that. Just to see how much you can get within that slim-sounding scope, we asked Altman's to pack a summer week-end bag for us. The results are below—actually, you could manage several weeks with them and feel no pain.

Let's suppose that you're wearing a tailored suit with black accessories. Over your arm, you carry a neutral tweed coat. And probably you're carrying a cache of your pet beautifiers, stowed in a neat vanity-case. Your large, light suitcase does for about fifteen-and-three-quarters of the thirty-five pounds, at the outset. And into it goes:

- 1 Tailored black pin-striped street dress (you're wearing its accessories)
- 2 Pastel tailored dresses (one a light wool shirt-waist dress with a Shetland cardigan added; the other, a silk crêpe for side-line sports)
- 1 Three-piece sharkskin play-suit with skirt
- 1 Sharkskin bathing-suit with brief, fitted coat
- 1 Crêpe evening dress with stumpy wool bolero
- 1 Chiffon dinner-dress

To supplement these, you have:

- Brown-and-white sports pumps
- A tailored felt hat
- A light hand-bag
- (These are for the pastel dresses)
- Low-heeled white canvas shoes—
- (These for the play-suit)
- A white canvas beach bag
- Gay leather-strapped beach shoes
- (These for the bathing-outfit)
- Evening shoes—
- (One pair for both dresses)
- A day girdle
- An evening foundation
- Four slips, panties, stockings, et cetera
- A tailored silk robe with pyjamas to match
- Pullman slippers that fold into a little bag
- Three nightgowns

Weighing everything, down to



THE AIR



the last wisp of lingerie, all this comes to not one ounce over thirty-two pounds! Which allows you leeway for personal foibles. If you go over the limit, however, the charges for excess poundage are next to nil unless your flight is a long one, for they're based on a very small percentage of your fare, and consequently increase in proportion to it.



Your fare (as you probably know) includes meals on the plane, and any of the countless little services the stewardess will do for you. She'll bring you newspapers, magazines, cigarettes, envelope-backs to scribble on—if you're prone to—, gum to equalize the pressure in your ears when taking off and landing....

She'll serve your meals, make up your berth, if you're on a sleeper plane, and set up your bridge-table. She'll answer questions about the scenery below, and tell you your altitude. If you're an old hand at it, you'll probably make your own guess about this and check it with her. And if you're an initiate, you'll choose a seat in the rear of the plane so that the wings can't obstruct your Olympian view; you'll fasten your seat belt for the take-off with no ado, without waiting for the sign; you'll smoke only while aloft (a precaution against igniting gasoline fumes during refueling). You'll sleep, whenever you've a mind to, lying back in your chair, pillowed and blanketed, lulled by the hum of the motors.

And if your children are flying with you, they'll be fascinated into model behaviour by the whole procedure. Even infants aren't a problem, for they'll sleep most of the time, and the hostess, being a registered nurse, is adept at concocting formulae. When you leave, however, you'll not attempt to tip her, although a *pourboire* to the porter at the foot of the ramp is permissible.



So much for flying. Here are a few notes suggesting destinations that might fit into your plans for this summer:

DUDE-RANCHING. For destinations in the northern part of the dude-ranch belt, look up the United Air Lines. Cheyenne and Denver are right on their Main Line. There's an auxiliary service up to Billings, Montana, too. For Southern outfits, see TWA. Albuquerque is one of their ports of call, and Winslow, Arizona, while Tucson is in the path of the American Airlines. A lot of ranches have their own landing-fields, by the way, and you could charter a plane for the last lap, if it's too far for the ranch station-wagon to fetch you.

THE LAURENTIAN MOUNTAINS FOR FISHING. Fly practically to their front door via American Airlines to Albany. Connect here with a Canadian Colonial plane for Montreal.

Drive or take a train the rest of the way. Or take a boat trip up the Saint Lawrence to Quebec. (A fine Friday-Monday week-end for New Yorkers.)

CAPE COD FOR ANY REASON. American Airlines from any angle to Boston. Summer service, the Mayflower Air Lines from here land you squarely on the Cape at Hyannis, or on the tip of it at Provincetown. Also regular flights to Martha's Vineyard and to Nantucket, if you haven't time for the boat trip.

EVEN-TEMPERATURED SOUTHERN RESORTS. Via Eastern Air Lines to Winston-Salem, North Carolina, which isn't far from White Sulphur Springs. Nor is Roanoke, Virginia—an American Airlines stop. To Atlanta, Georgia, via Eastern Air Lines for plane connection to Aiken, South Carolina; to Augusta, Georgia (this for golfers); Eastern Air Lines also have a direct New York to Miami service that stops at Raleigh, near Pinehurst; and at Savannah, near Sea Island. On their New York to Houston route, stops are made at Charlotte and Spartanburg near Asheville and the Great Smoky Mountains National Park.

MEXICO CITY, HIGH AND COOL. Easy to fly to, from any place. New Yorkers investigate American Air Lines route curving south to Dallas and Fort Worth. Connection to Brownsville, Texas, and from here, drop like a plummet down the map to Mexico City (via Pan-American Airways). Leave New York in the evening, and you'd be in Mexico City the next noon.

SUN VALLEY FOR SUMMER, TOO. Via United Airliner to Salt Lake City. Connect with plane for Pocatello, Idaho. From here it's several hours' drive or train trip. You'll stay at Challenger Inn, do plenty of riding, and probably make a pack-trip into the stream-threaded mountains for some virgin fly-fishing.

SEEING AMERICA FIRST—OR FINALLY. And seeing a lot in a short time. From the United Air Lines' stop at Salt Lake, transfer for a flight over Yellowstone; for a flight southwest to Las Vegas, last of the frontier towns and a great place for gambling. Special flights can be arranged over Boulder Dam with its huge modern Lake Mead, over the Grand Canyon (and be sure to see Havasupi Canyon, a gorge within a gorge). Las Vegas, Boulder City, and Grand Canyon are also stops on TWA's trans-continental route, and you fly over Acoma, the "Sky City" of the Indians. From Albuquerque, you can connect with a plane to Santa Fé; and sixty miles north to Taos—the Pueblo Indian village—pretty much as it was when the Spaniards came in 1540.

ALASKA. The United Air Lines provide plane service up the West Coast to Seattle and Vancouver. Board a boat from either for Alaska. (Airlines ship one hundred pounds of extra luggage free for flights involving a boat trip.)



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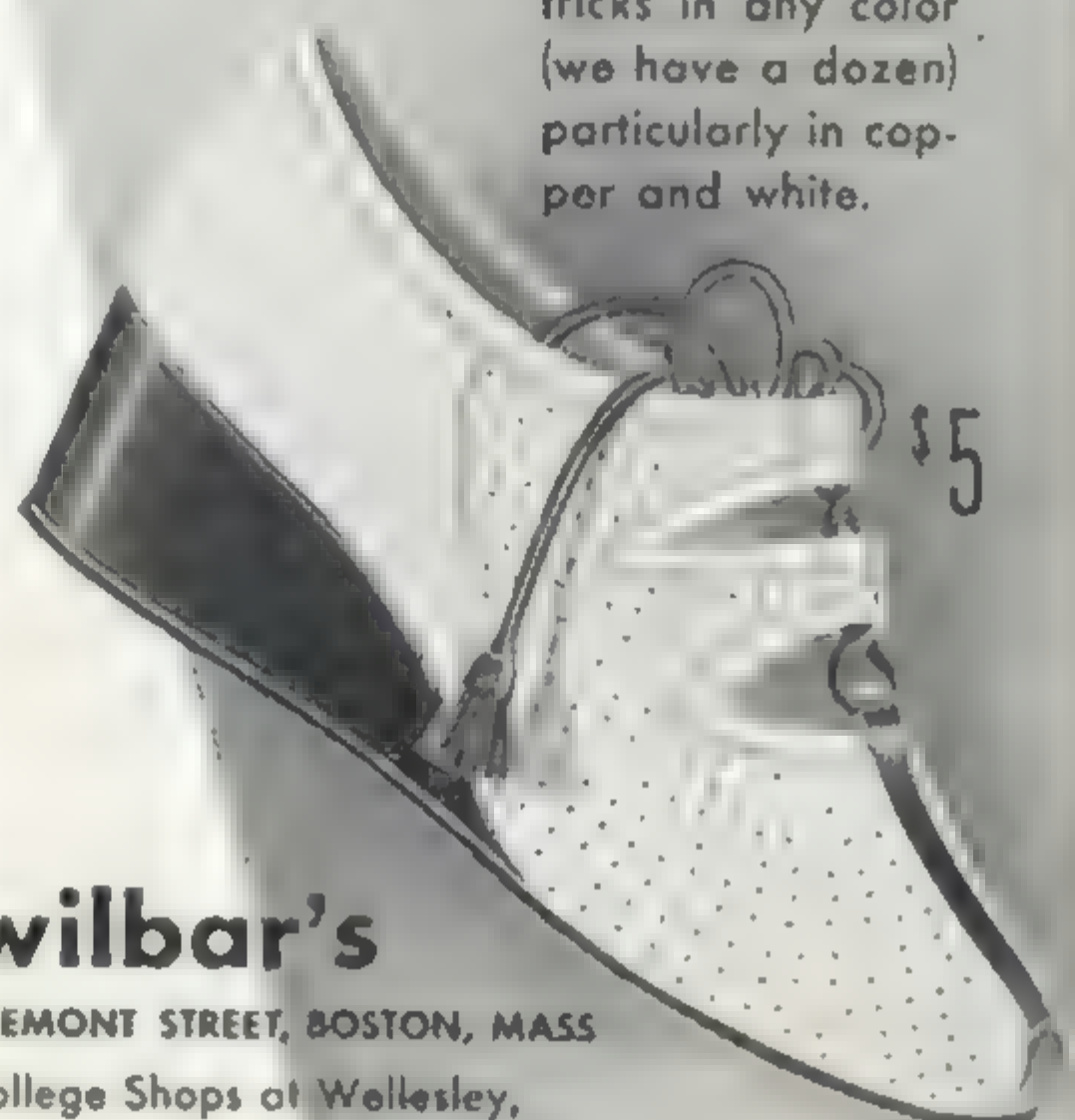
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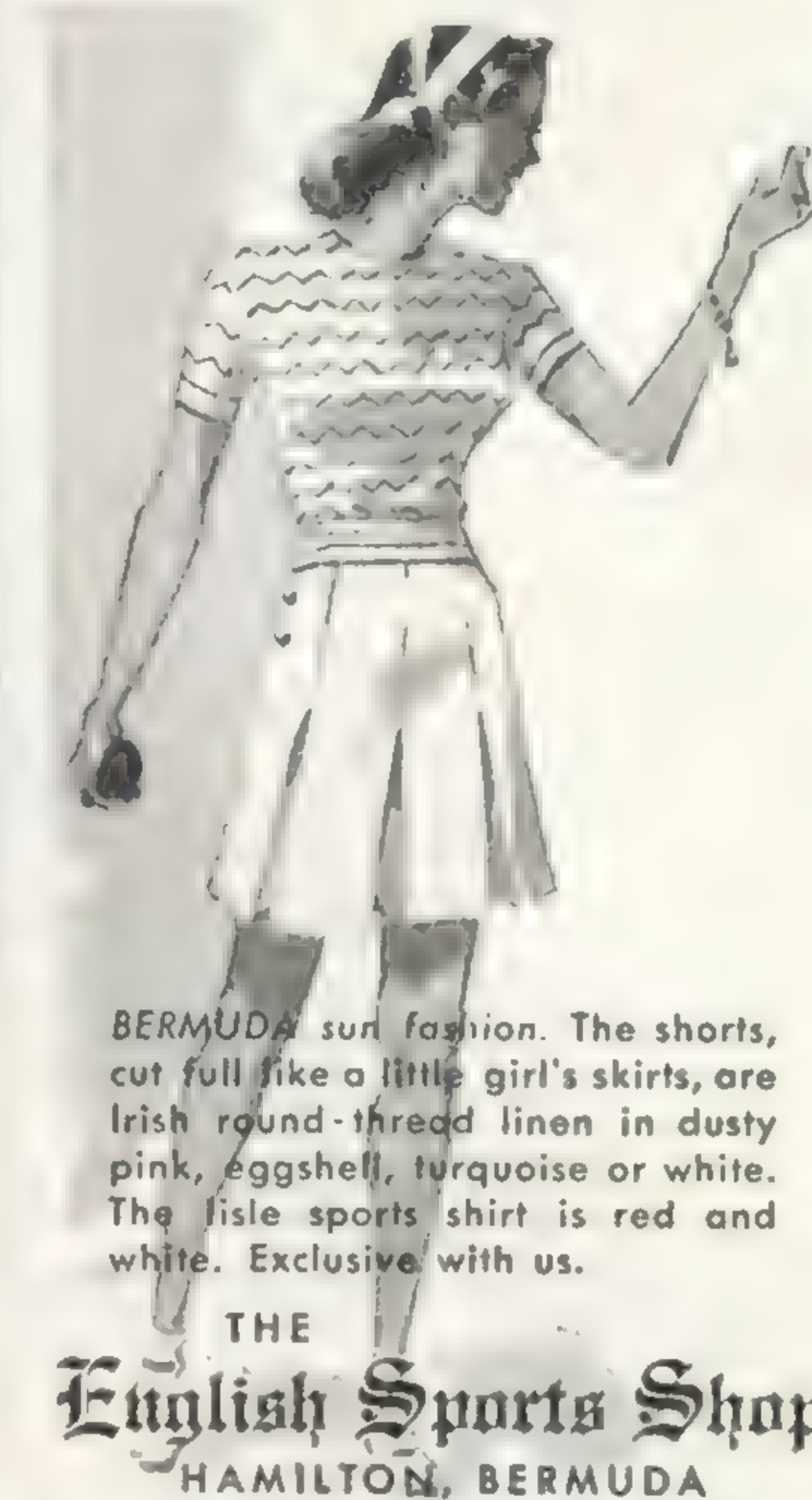
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VOGUE COVERS

Rolling stock

If, on sedate Sunday walks through the Park, you're assailed by a secret nostalgia for the care-free days when you used to roller-skate up and down the Mall, there's no need to fight it off. Roller-skating is no more a prerogative of the young than bicycling—a truth which has suddenly dawned on us in the last year or so—and it's very nearly as good fun, and good exercise, as ice-skating, besides being far easier on the ankles.

If you haven't screwed on a roller-skate since you graduated from short socks, you may have a few bad moments to start with, but it all comes back to you; and while the young upstarts in the Park can (and do) skate circles around you at first, you catch up with them much sooner than you'd think.

In the evening, from eight to eleven-thirty, or in the afternoon from one to five, you can skate on the air-conditioned rink at Skateland (53 West Sixty-Sixth Street) with music and everything. This, to us, ranks with bowling as one of the foremost Simple Pleasures of city life; and a whole evening's skating, for you and escort, comes to slightly over a dollar, which includes rental of skates. The skates come in all sizes and have fibre wheels.

The floor, of course, is much smoother and, therefore, faster than pavement, so it is as well to proceed with caution the first few times around. If you feel too wobbly, there's a little practice rink where you can get acclimatized, and instructors may be hired by the half-hour. On the big-time rink, a flasher indicates whether the next number is to be a waltz, or what; and, between circuits, you can fortify yourself with hot dogs and bottled coke. Old (and comfortable) shoes, and something with a pleated skirt, are about the only dress requirements.

P. S.: The Saturday-night session goes on till two A. M., if you last that long.

Highly cultivated

If you've ever tried your hand at urban horticulture, if you've ever so much as urged a recalcitrant ivy to grow, you'll want to make a thorough survey of Rockefeller Centre's Sky Gardens. For the roof-tops on the eleventh-floor level of the RCA Building have burst into flower, with twelve gardens characteristic of different nations. And the tops of the British Empire Building, the Palazzo d'Italia, the International Building, and La Maison Française are coiffed with formal gardens.

Then, if you're really serious about your penthouse or back-yard agriculture, take notes on the vegetable-garden. It's on one of the eleventh-floor terraces of the RCA Building, with blue-ribbon beets,

peas, lettuce, et al. (Children, we're told, have been known to clap their hands at the spinach that's been reared here.) Later in the summer, there'll be a fine upstanding crop of corn.

Each garden is planted in relays, so that something is always a-flourish, and you can visit them any day from now until November 1, between the hours of 10 A. M. and 5 P. M. Admission is about fifty cents for a grand tour of them all.

Primitives



A toll-house inspector, a bus driver, a postmaster, an auto mechanic, and a former circus handy man are the painters of some thirty pictures on view at the Perls Galleries in an exhibit that coincides with the important Primitive show at the Museum of Modern Art. In both shows, the artists represented could probably be called "Instinctives," "Naïves," or "Folk Painters" with equal justice.

The title of the Perls collection is "Modern Primitives of Paris," and all five of them were included in the important Exposition held in Paris last year, called "*Les maîtres populaires de la réalité*." Of this group, Henri Rousseau, *le Douanier*, is the only one whose work is thoroughly familiar in the United States.

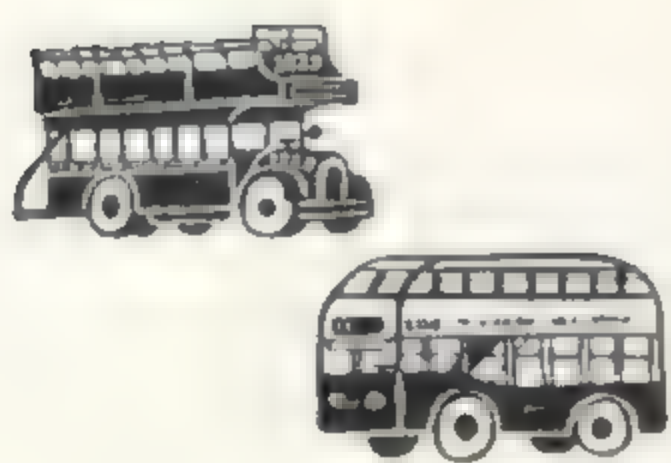
Jean Eve and Marcel Brisset, two of the five, are still working men—Eve inspecting toll-houses, and Brisset driving his bus over the Louvre-Versailles route, spending his lunch hours either at the Museum or the Château. Camille Bombois, who toured with the circus, was able to retire and devote himself to painting in 1922 when his pictures were selling sufficiently. André Bauchant, the auto mechanic, now lives in Lorraine and tends his garden, when not painting country scenes, flowers, and usines. And Louis Vivin, who finally retired from his position as postmaster, died two years ago in Montmartre.

The exhibition of paintings by these men will continue at the Perls Gallery, 32 East Fifty-Eighth Street, until the end of the month.

More modern primitives, a whole lot more of them, are on view at the Museum of Modern Art, the largest show of its season. This collection of Masters of Popular Painting gives you the opportunity to compare the work of self-taught French and American artists, for the exhibition includes both groups.

The European paintings shown comprise the major portion of the Paris Exposition mentioned above: "*Les maîtres populaires de la réalité*," with pictures by Bauchant, Rousseau, Bombois, and Vivin and others. The American group is almost as large, and you may find that many of their

THE TOWN



works show greater individuality of style than the French pictures do. The exhibition continues through June, so you've plenty of time to form your own opinion.

And if you're going abroad this summer, perhaps you'll see the Exhibition of American Art (1609-1938), which the Museum of Modern Art is sending over to Paris. It's to be at the Jeu de Paume Museum from May 24 into July.

These shows are on . . .

At the Lilienfeld Gallery: a seventeenth-century still life by Louise Moillon, strong in its relation to modern painting; a charming "Portrait of a Boy" by Vigée Le Brun; Vlaminck's "Harbor Scene," explosively powerful, free in technique; Utrillo's "Sacré Cœur"—linear and classic in style; canvases by Derain, painted with directness and clarity; carefully soft Chagalls.... These are pictures in a collection of French Masters, Old and Modern, on view until May 31.

At the Valentine Gallery: modern water-colours, rich in the tones of stained glass. The subjects are fantastic figures and landscapes by William Ferguson, who is having his first one-man show. There are also some heavy, simplified figures by Vagis, a contemporary Greek sculptor. The show lasts until May 21.

At the Weyhe Gallery: Middle-Western landscapes with a peculiarly Oriental feeling, by Adolf Dehn; landscapes and farm scenes in water-colour and drawing, by Harry Wickey; decorative ceramics by Moselsio, who directs the work in sculpture at Bennington College; bronzes by Heinz Warneke and Dorothy Greenbaum; John Flannagan's simple stone animal figures that look at home in gardens.

Courier



Those of you whose civic conscience impels you to show New York from stem to stern to your out-of-town friends should know about Courier Service of New York. For this organization, at 30 Rockefeller Plaza, will relieve you of your rôle as guide, when you don't feel equal to it.

They'll show off the town in a general way or custom-make a trip to fit the interests of the person or group taking it, throwing the emphasis on some particular field—scientific, artistic, industrial, or historic—accordingly.

Transportation is by one of Courier Service's private cars, by city facilities, or in your own car. And their rates, by the way, are surprisingly reasonable.

As a matter of fact, you might go along to absorb the history and human-interest story of places you've seen, unseeingly, for years. And since they'll conduct tours in foreign languages, you might file Courier's telephone number—Circle 7-2917—for 1939 when your foreign friends will be dropping in for the World's Fair.

New angle

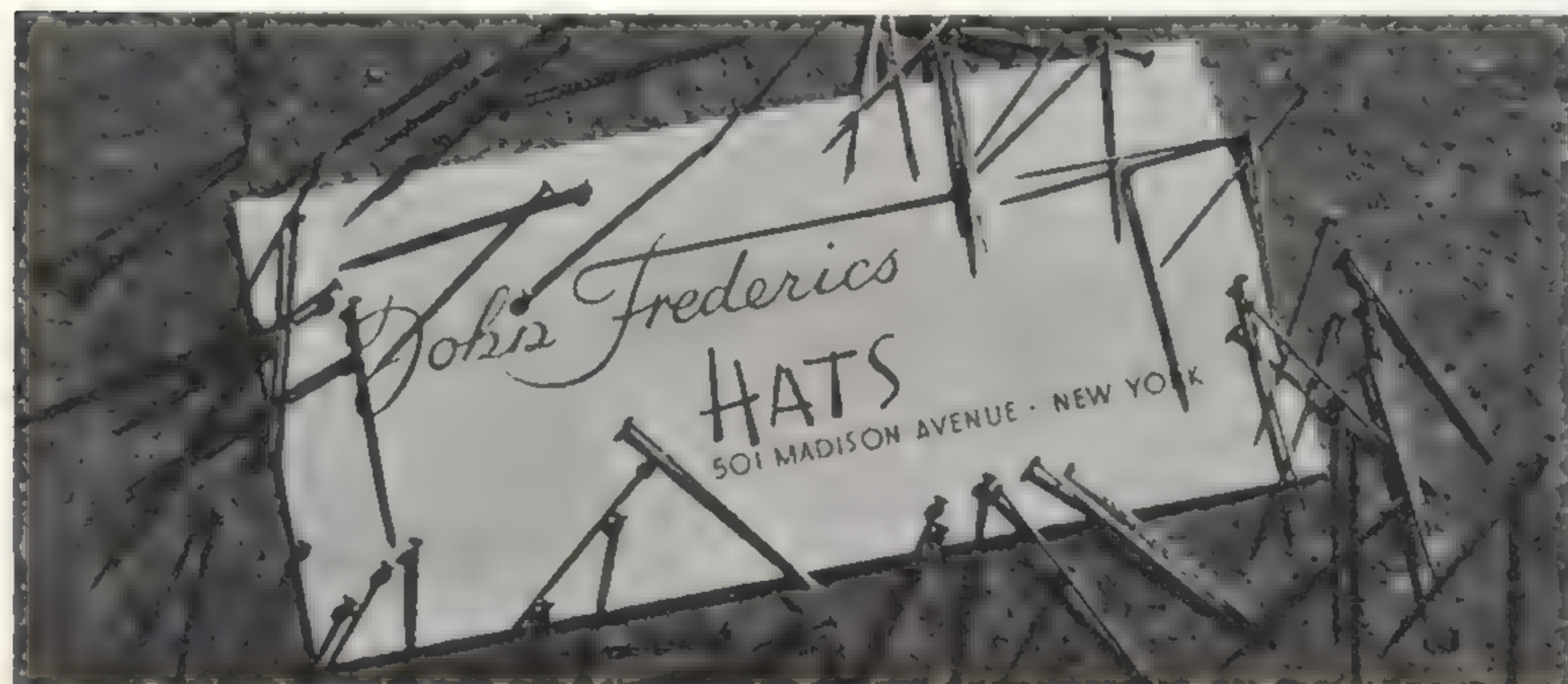
By now, Larue's is probably well-entrenched in your list of pleasantly sane restaurants beatified by top-ranking food. (It should be, it's a gourmet's delight of ten years' standing—at 45 East Fifty-Eighth Street.) But have you considered its after-theatre possibilities?

We were there not so long ago, and the Larue virtues along these lines impressed us afresh. Peter Oglietti, of course, won't allow his grouse or his Guinea-Hen Smitane to go unhonoured or uneaten, so there's no entertainment until midnight.

There's always the bar, however, and at midnight, Graziella Parraga comes bringing her guitar, and that intangible appeal we've spent hours trying to analyse. She perches on a high stool, and sings Latin and Negro songs in a rich, low voice, using the guitar partly as a drum for the queer rhythms of the Cuban Negroes. She began singing informally while visiting in New York last year, and you'll remember that she sang as a guest at Marion Cooley's Sunday Evenings at the Pierre last autumn.

For dancing, there's the steady rhythm of Eddie Davis' band, the tangos and rhumbas of Joseph Smith's orchestra, and a merely moderately populated floor. For introspecting, there is a palmist, Julianne, who, with no abracadabra, tells you all about yourself, or as much as she thinks you ought to know.

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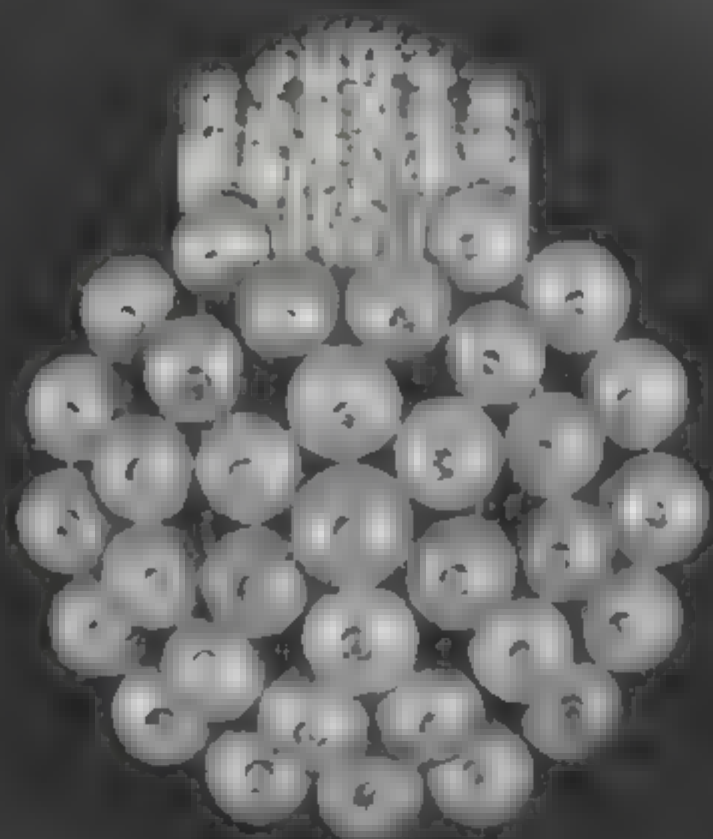
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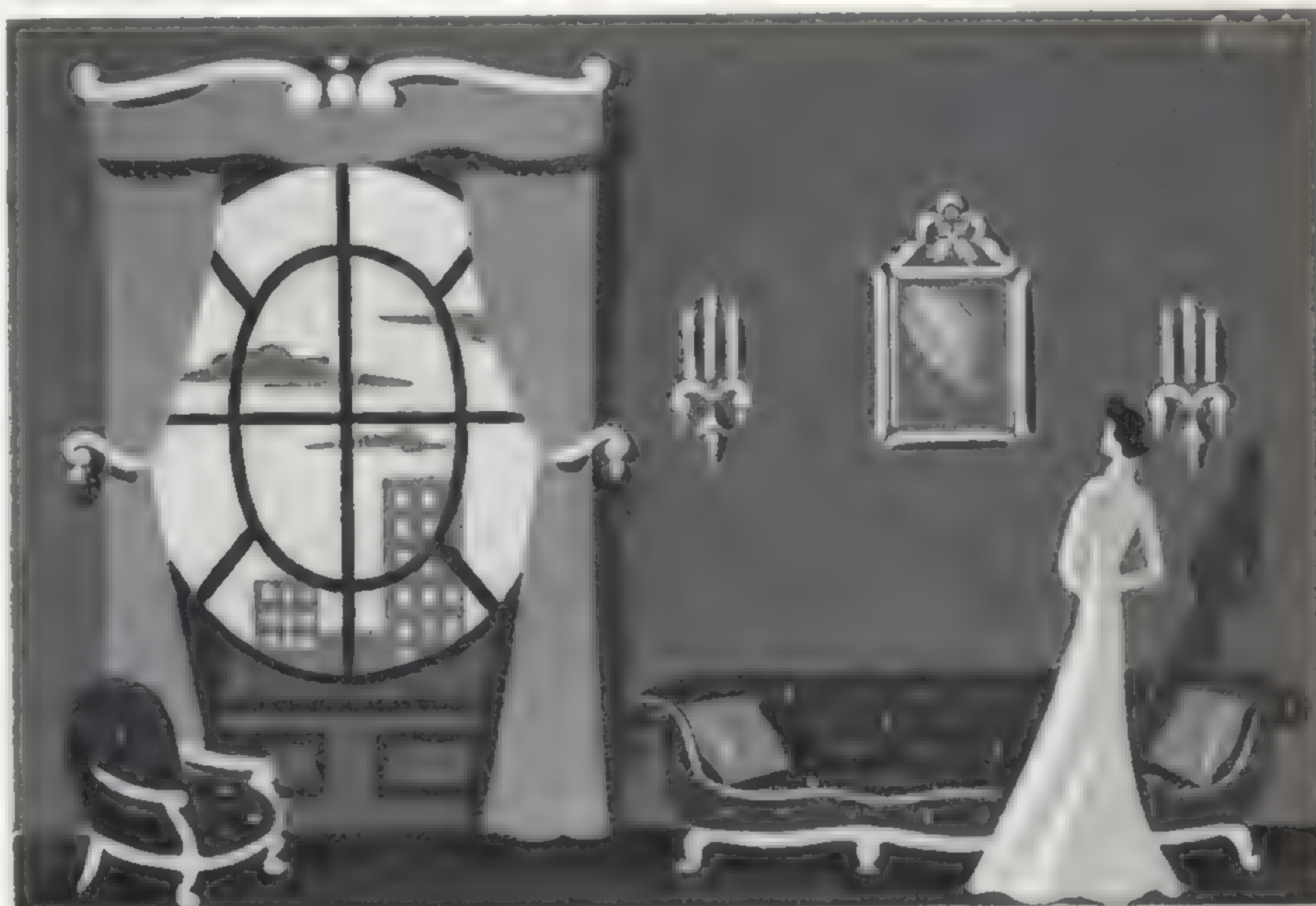
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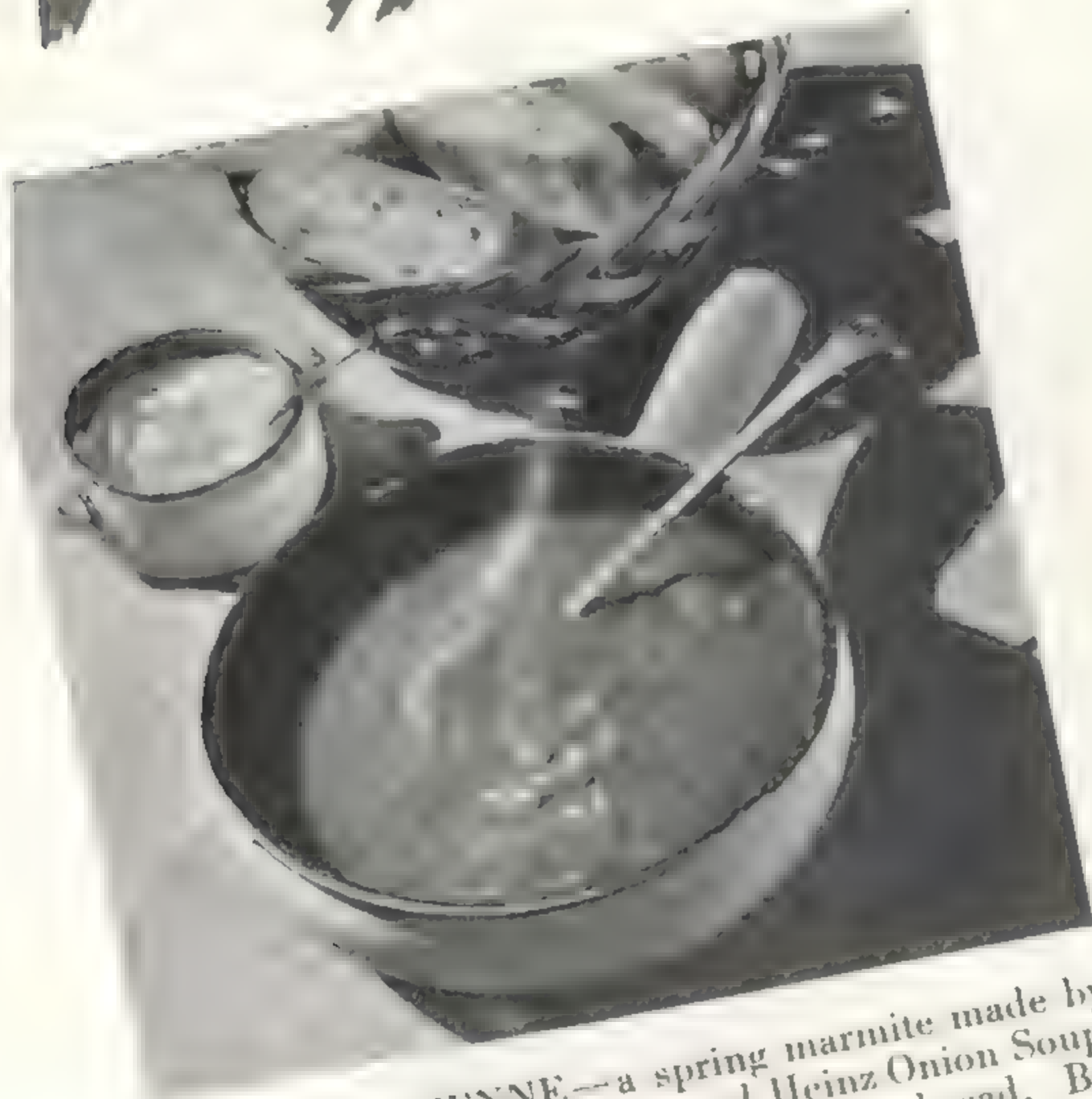


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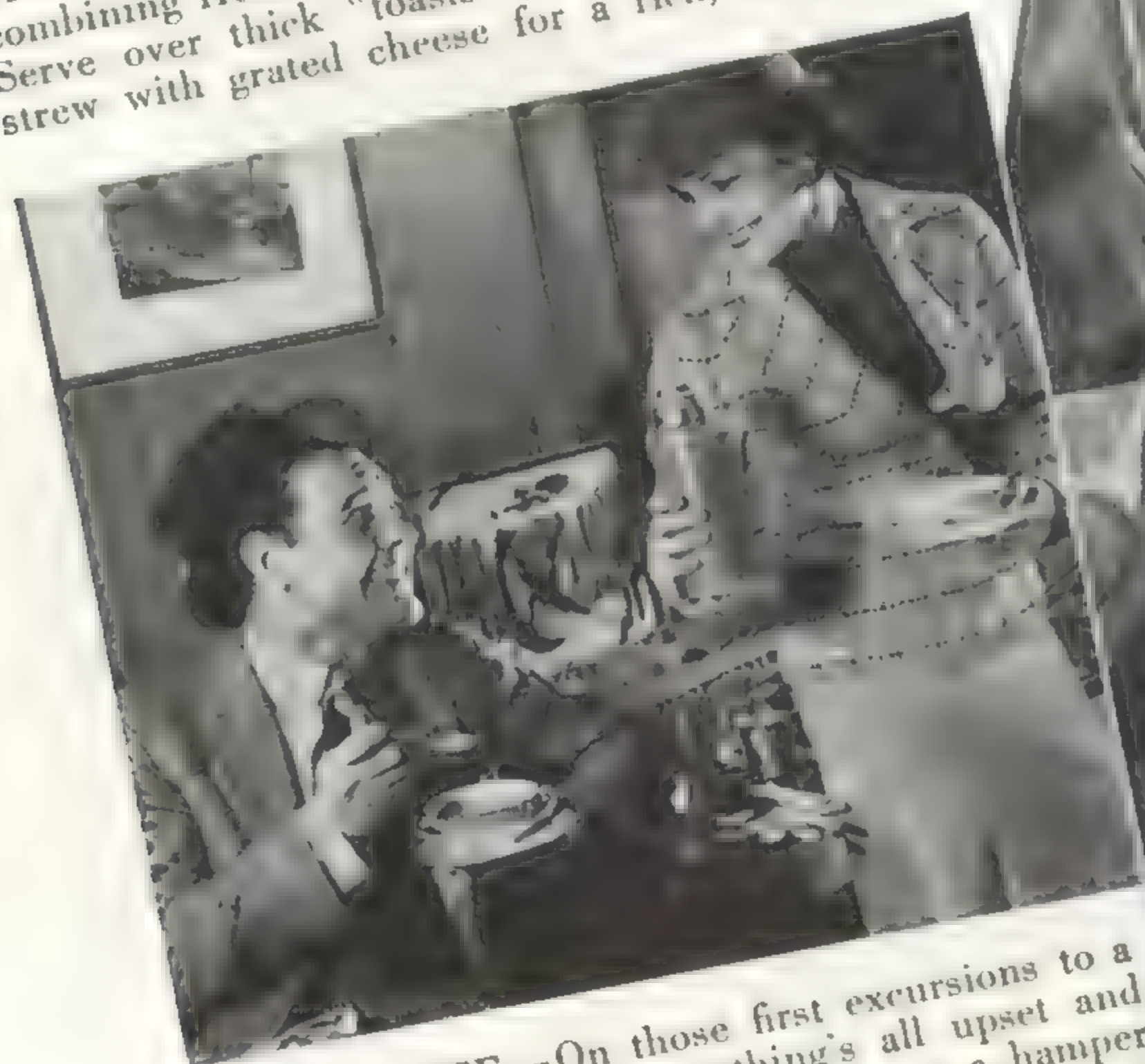
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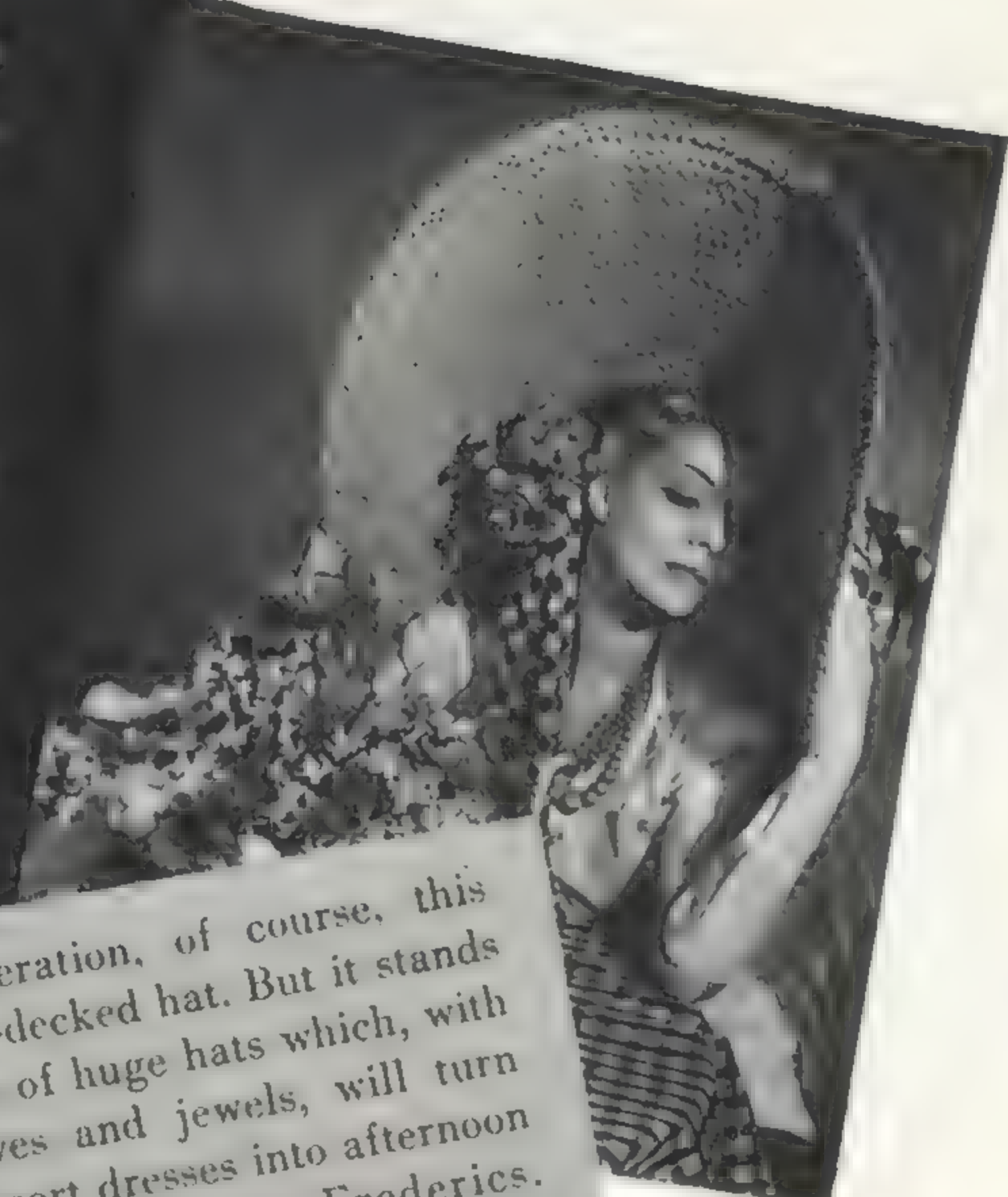
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It's exaggeration, of course, this
big flower-decked hat. But it stands
for a race of huge hats which, with
long gloves and jewels, will turn
simple resort dresses into afternoon
costumes. Hat; John-Frederics.
Gloves; Macy's. Jewels; Olga Tritt.
Helena Rubinstein's Bisque Make-up



HORST

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VOGUE'S-EYE VIEW OF HOLIDAY TIME



KERTESZ

"ABSOLUTE time...was abandoned by the relativity theory," said Albert Einstein. We're abandoning absolute time, too. For time is out of joint. It's been pushed around, knocked silly. Super-speed plays havoc with it. A transatlantic air service, once something only dreamed, is about to annihilate crossing time. And you can tamper with time, too—like this: Stretch time out and take a jaunt to Finland, with its scrubbed door-steps, *voileipäpöytä* (the native *smörgåsbord*, as you'll discover on page 97). Laze down to Hawaii for a session of surf-riding—or shoot down on the China Clipper. Or perhaps let this year's trip be to Rome, where a new tempo has replaced "dolce far niente."

Boil time down to a minimum, and span the States by plane. Take up fishing (where and how is told on page 82), flying in a few hours to the hide-outs of sailfish or salmon.

Save time on an all-too-short week-end by packing your bag with non-wrinkling, non-crushable clothes that bob up fresh after hours in a suitcase. (You can see these on pages 100 and 101.)

Keep pace with time by reading, in this issue, the psychiatrists' de-glamourized, scalpel-sharp analysis of why women wear screwy hats, red toe-nail polish, and other frivolities.

Turn back the clock to Victoria's time, when women flounced around in demure prints like those now made up, paradoxically, into beach clothes. (These are on pages 78 and 79.)

And hide your time for a special occasion to come forth in one of the beautiful evening dresses, in twilight shades of violet, sketched on page 65.



Roman Characters

LIVING in Rome, one has a constant sensation of living in the country; perhaps because one sees everywhere skies magnificent in beauty and grandeur. Skies of a Leonardo, a Raphael, of a Titian in all his fury, or a Giotto in his heavenly simplicity. North, south, east, or west, there are different, familiar, and famous paintings in the sky; one recognizes a technique here, a famous artist there. And set against it, above tree tops of gardens, terraces, and roofs, are the domes of churches, pale ochre and ivory, faded with age.

The rhythm of modern Italy is tense and collected, and life has snap. The charming old Italian "dolce far niente" has practically disappeared. Traffic is heavy, and people hurry everywhere, regimented, in certain sections, like automobiles, all walking in one direction on one side of the street. People with titanic energy row on the Tiber for exercise, take sun-baths, or go to the mountains for skiing. Every one is busy, alert—as alive as the constant military parades.

A first night or a gala performance at the Teatro Reale is a magnificent spectacle. The operas are given in a traditional way, with the sets extremely *fin de siècle*, naturalistic beyond Nature. The brilliance of the performance on the stage is overshadowed by the brilliance of the performance off-stage.

The Queen attends with her youngest daughter, the dark-eyed Princess Maria. Premier Mussolini has his box, and is often with his daughter, the Countess Ciano. The diplomatic corps sit in rows of boxes taken by the different military and civilian clubs with the officers in dress uniforms. There is brilliance everywhere: the black and white of the civilians, the splashes of colour from evening gowns, plum-coloured liveries, the knee-breeches and white stockings of ushers, *carabinieri* guards. The boxes, which are pale rose madder, gold and dull white, are decorated in the national colours with red and white roses and green leaves. Crystal chandeliers complete the setting, which would be ideal





Donna Giulia Brambilla



Princess Nina Belmonte

for a charming masquerade: a Viennese waltz, a black-moustachioed gipsy orchestra, a shower of serpentine and confetti, love and champagne, a traditionally beautiful and mysterious spy—black mask, red mouth, long white fingers, a cigarette holder—, an intrigue, a state secret, a betrayal, the suicide of a general.

Parties are gay and amusing, official or informal. The Head of the Government gives enormous dinners and receptions at the *palazzos* Venezia; Count Ciano gave a supper and dance at the Excelsior. Princess Colonna had a soirée for the Prince and Princess of Piedmonte, preceded by a showing of the movie "Riff-Raff," and later dancing until the golden haze of a Roman dawn. The Palazzo Colonna, one of the most magnificent in Rome, has a high-vaulted dome covered with frescoes, brilliantly illuminated from below by a kind of stone fountain throwing all its light towards the ceiling.

This illumination of ceilings with indirect light is a new thing here, and a tremendously interesting one. All the ceilings of Roman palaces are covered with coloured paintings and frescoes, which were formerly completely lost in the dark mystery of sepia and violet shadows; day or night, one saw nothing of them. Now, with indirect lighting, they come to life. The stage is set, the curtains go up, the scenery is a delight of imagination and colour. The painted actors,



Duchess di Sermoneta's bedroom



Duchess di Cesaro

Apollos and Dianas, muses and gods, saints and knights, angels and Popes, birds, cupids, unicorns, and horses give an eternally magnificent, if somewhat overpowering and monumental, performance, to the delighted audience below—a performance rehearsed centuries ago.

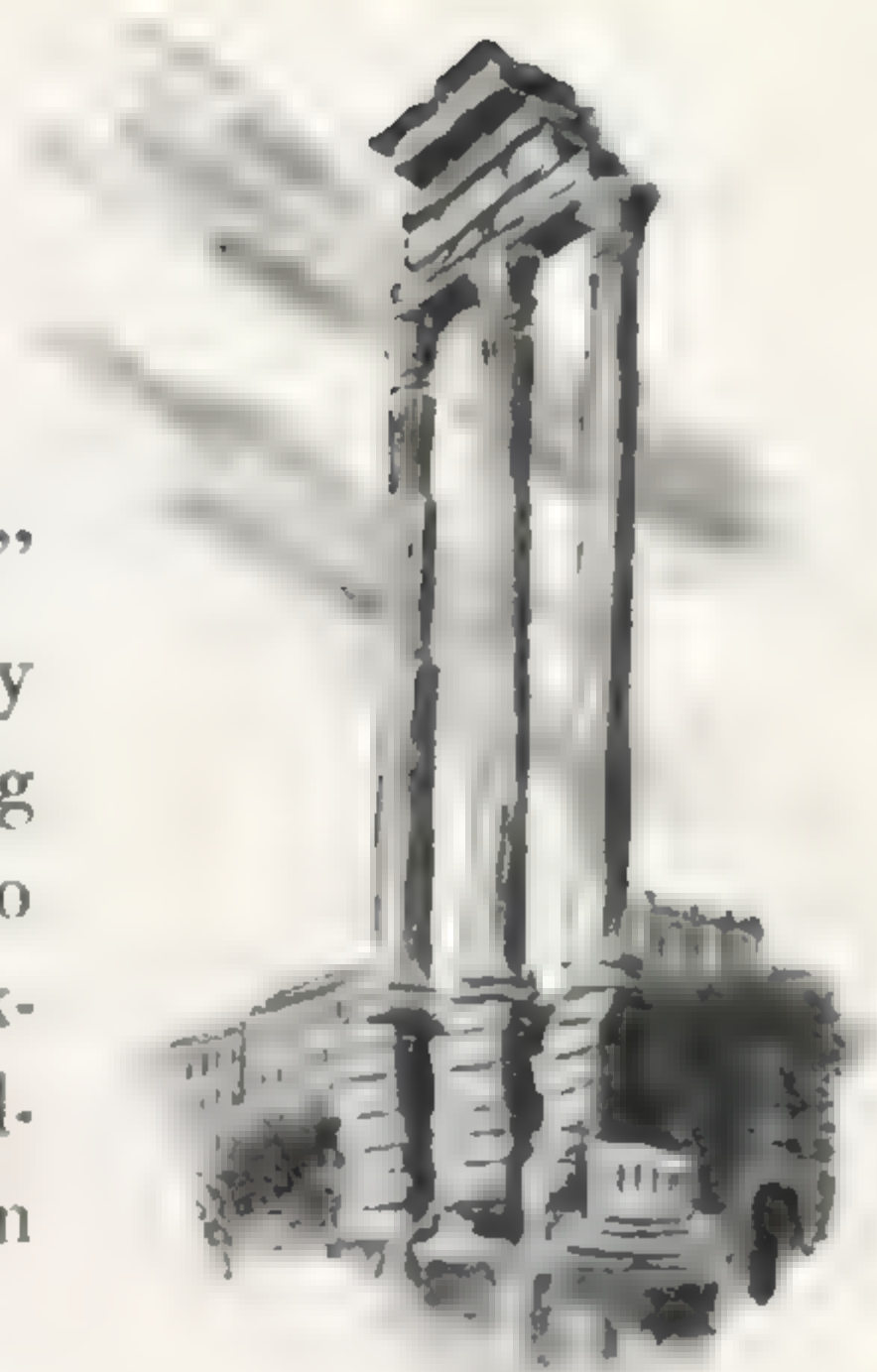
Dinner-parties begin late (the invitations are usually for nine), and the problem of entertaining after dinner is solved simply and effortlessly by setting up a dozen bridge and backgammon tables. These games are still in great vogue, and fights are intense and to the finish. There are small daily skirmishes at tea-time at Princess di San Faustino's, with a major engagement on Sunday.

Every Friday afternoon, big battles take place at the Marchese and Marchesa Casati's at the Palazzo Barberini. It's an amusing and unique spectacle. The enormous rooms, high, lost in the blue shadows—the old painted beams of the ceilings, the miles of tapestries, dull rusty-gold of picture-frames, portraits of ancestors, a magnificent Madonna of Lorenzo di Credi, a Clouet, an Antonio Viterbo fresco, and two Canovas are all in shadows for the moment. The lights are on the tables: a large one for tea and innumerable small ones for bridge and backgammon. People arrive, are greeted by the charming host and hostess, sip a quick cup of tea, gossip for a moment, and then enter the trenches—the battle of Palazzo Barberini is on.

Sometimes "Bring-your-own-man" parties are given. The hostess invites only women, but each one of them must bring a man with her and not tell the hostess who he is. Entertainment is confined almost exclusively to the home; places like the "Colony," "21," and "El Morocco" don't exist in Rome.

Prince and Princess di Bassiano and the Director of the American Academy and Miss Amy Aldrich entertain with musicales. Prince di Bassiano is a composer in his own right, and his latest operatic score may be heard in New York, while Princess di Bassiano, who was an editor of *Broom*, collects Segonzac. Her charming daughter, Donna Leila Caetani, is not only one of Rome's most beautiful girls, but also a talented artist.

The daylight hours of the Romans are spent at different vocations and avocations. Countess Pecci-Blunt has organized the Comet Galleries in Rome, Paris, and New York, in order to give young artists the chance to show their work. (Continued on page 142)



Princess Dora Ruspoli



Princess Nadia Sciarra



Princess di San Faustino



Above: For a cool route—perhaps the high altitudes of a trans-atlantic plane, or the brisk climate of Scandinavia—a wool suit. This one has a casual pink tweed jacket, a pleated black skirt, a pink-and-black silk blouse—all good for any distance. Russeks

Opposite: For a warm route—possibly the lazy latitudes of the Caribbean, or Hawaii—a light-weight silk dress with its own coat. Like this silk jersey costume, black-and-white-checked. (It packs beautifully, too.) Suzy beret of fresh white Panama. Henri Bendel





HORST

DOTTED FOULARDS for summer's first fling—a blue-and-white dress, a turban, a long, white sharkskin coat. Milgrim



JONES AND ERWIN WALL-PAPER

Blue-dotted pink foulard swallow-tail over a navy-blue dress. Suzy's flower-bed hat. Bergdorf Goodman. Olga Tritt jewels



The Countess of Rosse



Mrs. Byron C. Foy

Individualists

Decidedly Victorian are the evening dresses worn by the Countess of Rosse, wife of the Earl of Rosse and sister of Oliver Messel. This white satin one, all lace flounces, velvet bows, and padded bustle, was made—as are all her clothes—by Charles James

Modern to her finger-tips is Mrs. Byron C. Foy, who even in this era of wide skirts is usually seen at night in severe, high-waisted dresses such as this white crêpe Vionnet. Over it she unexpectedly puts a Schiaparelli jacket of chenille-embroidered robin's-egg blue crêpe

Young Mrs. John Jacob Astor (the former Ellen French) intuitively chooses fragile and feminine evening clothes—spreading skirts, bare shoulders, tiny waists. With this romantic dress of shirred black tulle, she pins red roses at her throat and more on her velvet bag

Mrs. John Jacob Astor

HORST



On their heads...

Seen on one head after another this spring—Suzy's beloved red straw sailor, tied up with a swish of red veiling. Virtually a uniform around town, this red hat worn with a frilly white blouse and Molyneux's celebrated blue suit with the pleated skirt. Mothers and daughters wear it, young and old like it, nobody minds if five other people in the room have it on.

Or if not a red hat, a spankingly clean white one. White wings on the white hat of Madame Carroll Boissevain. Yards of purposeless white veiling on the white hats of Mrs. Harold Brooks and Mrs. James Forrestal—the latter looking very pre-War with her high-piled coiffure, tidy grey suit, white gloves, and high-necked jabot blouse.

At night—a solitary black ostrich feather careening from Ina Claire's coiffure. Hair bows of black velvet or horsehair, clipped with sunburst diamond brooches, on several women who wear Schiaparelli's dinner-suit with the bows here and there. Two big roses and a brown snood on Mrs. Charles Marshall's hair. Chanel's horsehair halo head-dress, pink flowers cascading down one side, on Mrs. Averell Harriman. And, accompanying either dinner or afternoon dresses—flat little bunches of flowers that pass for a hat, bunches of carnations, hydrangeas, violets, snapdragons moored to the head with elastic.

On their backs...

As many bare-shouldered coquetries in New York as in Paris. Chanel's strapless black lace dresses bare the shoulders of Mrs. William Paley, Mrs. Deering Howe, Mrs. Sigourney Thayer, Mrs. Barclay Douglas...to name only a few. And, lest bare shoulders seem too bare on some nights, many young women are winding around and around them, chrysalis fashion, mile-long lengths of pale tulle.

On top of half the evening dresses—blond furs. A bolero of natural coloured marten from Himalaya on Mrs. Cole Porter. A summer ermine jacket on Mrs. Gilbert Miller. A blue fox cape on Mrs. John Russell Pope. A grey fox jacket on Mrs. Dodge Sloane. A pale kit fox bolero on Miss Louise Iselin. A white fox bolero over Mrs. Byron C. Foy's white dresses. And, if not fur, ostrich feather or Schiaparelli circus jackets.

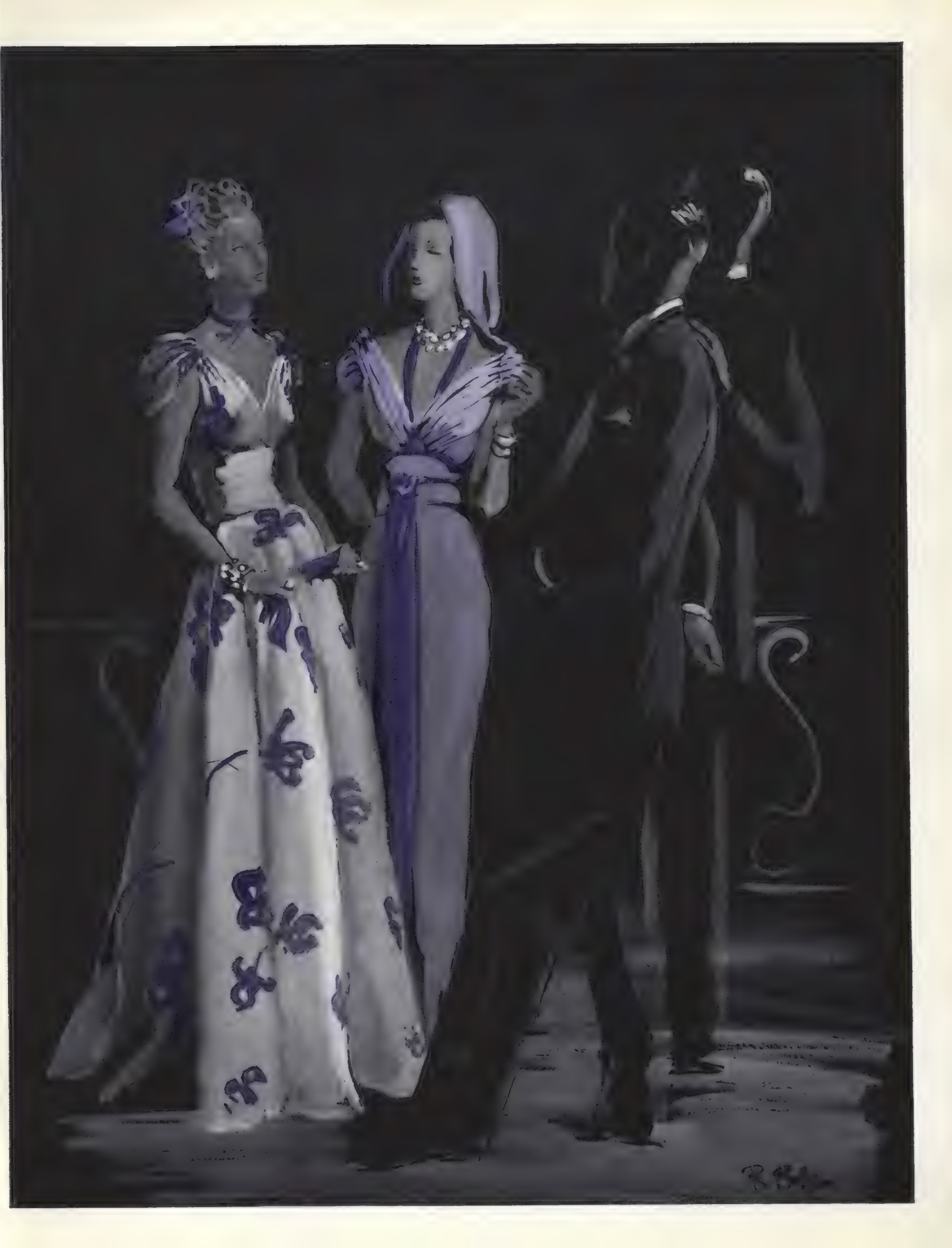
On several Continentals on the Riviera—the downright inconsistency of utterly mannish slack suits and utterly feminine hats. Grey flannel or white tussur jackets and slacks, topped with large straw hats laden with flowers and ribbons. And, on one independent, a beach skirt tied over a bathing-suit astonishingly elongated into ankle-length tights.

On lapels and arms...

On lapels both in Paris and New York, magnificent antique "chatelaines" hung with jewelled watches, watch-keys, seals, and charms...the recent auction in Paris of a famous collection circulated some beauties. Hanging by a black cord from Madame Lopez-Wilshaw's lapel, an antique elephant of emeralds and diamonds. On Mrs. Lawrence Lowman's lapel, a gold ostrich burying his head in the sand, his body one enormous amethyst, his legs and neck of gold, his eyes rubies.

On wrists, more curious collection of bracelets than ever. What appears to be a bracelet of cornflowers on Mrs. Henry Sears' arm is really a bracelet of sapphires and diamonds. It obligingly breaks up into three clips. On Mrs. Lawrence Lowman's wrist, a bracelet made of gold angel wings from which hang ivory and enamel angel charms. On Mrs. Robert Gaylord's wrist, a bracelet of rose-leaves made of diamonds. Tucked under the wide gold bracelet on Mrs. Douglas Barclay's arm, three or four fresh white carnations...to accent the white carnations in her hair.

Opposite: Purple and violet are the night-blooming colours of the moment. First, a bold purple print splashing a fragile white organdie dress; Bonwit Teller; I. Magnin, California. Second: The purple of heliotrope, the violet of summer dusk, are teamed in this crêpe dress with a tripartite waist, a hood to veil your head mysteriously; Bergdorf Goodman





OUR CHANGING TASTES . . . IN 1920 we loved Paul White-
man (far left), who put jazz in Carnegie Hall with "Rhapsody in Blue." Leonora
Hughes and Maurice, dancing dreamily. Morris Gest, who produced the fabulous
"Chu Chin Chow." John Barrymore's profile. Mary Garden, the Chicago Opera's
robust soprano. Ignacio Zuloaga, chic Spanish painter of celebrities. Alfred Lunt
and Lynn Fontanne, unmarried. Cecil B. De Mille, king of bathtubs. H. L. Mencken
(prone), oracle of "The Smart Set" magazine. And (aloft) America's Sweetheart



IN 1938 we love Benny Goodman (far left), who put swing in Carnegie Hall with "Yellow Dog Blues." Ginger Rogers and Fred Astaire, dancing frenetically. Orson Welles, who produced the sceneryless "Julius Cæsar." Robert Taylor's profile. Lily Pons, the Metropolitan's streamlined soprano. Salvador Dali, chic Spanish painter of melted gold watches and dead fish. Alfred Lunt and Lynn Fontanne, married. Walt Disney, king of beasts. Dorothy Thompson (prone), militant oracle of the syndicated column. And (aloft) America's Sweetheart



EVERYTHING we put on our backs, it seems, is a dead give-away to the psychoanalysts. (Fortunately for our peace of mind, psychiatrists make up only a small percentage of the population.) Anyhow, when we asked two noted psychiatrists to analyse current fashions—they explained everything. Our simplest vanities have ominous Significance. Here's the diagnosis—illustrated by Bernard Sanders, an expert on psychotic drawings. But there's one ray of light—these psychiatrists, after all, were only men.

§ HIGH-SOLED SHOES, as deglamourized by the psychiatrists, are practically a badge of the inner frustration of poor, abused, injured womankind.

¶ JUNK JEWELLERY is supposed to bare woman's anxiety for recognition, her need for significance, her fundamental struggle to outbalance men.

⊖ CRAZY HATS seem to be a rather sinister sort of displaced exhibitionism...if not a defence against some insecurity, such as having none too pretty a face.



* BANGLE BRACELETS. One or two bracelets, you'll be relieved to know, are considered normal enough, but piling them on in quantities is likely to show an eagerness to be chained and enslaved, a regression to savagery, possibly even a bit of heinous masochism.

+ PAINTED TOE-NAILS, finger-nails, and lips probably are a sign of women's crying need for power. And the reason men resent intense polishes (now it all comes out!) is that they unconsciously fear any feminine assumption of power.

□ PEASANT DIRNDLS—though they may make you feel like a fresh-faced, forthright extrovert—may express a sublimation of the normal creative, reproductive needs; a desire to accent the mother-woman-domestic rôle.

+ FANCY HEAD-DRESSES are considered just more of the same stimulant for the ego that crazy hats are. If you like either or both, you are apt to be seeking compensation for some inadequacy or deficiency. Unless, of course, you happen to take all of this with your tongue in your cheek.

STRIPES for quiet country ways—first, below, a dress of Enka Rayon jersey, with white stripes like chalk-lines. Martha West; and Marshall Field. Turban from John-Frederics.

Second: Raised stripes on a tailored jacket of off-white linen—you can wear this in town as well as in the country. From Saks-Fifth Avenue, New York; Chicago; California

SHIRTS AND SKIRTS—opposite page, first, a striped silk shirt with the significant loose look. Team it with short day skirts or long sharkskin dinner-skirts. At Bonwit Teller.

Second: A pleated yellow foulard shirt that's printed like a man's necktie, to go with a sharkskin skirt, as illustrated—or, more casually, with a pair of shorts. Bonwit Teller.

Third: Horseshoes are stamped on a printed foulard shirt that knots in a soft bow at your waist-line. Here it's striking a contrast with a circular white skirt. Bergdorf Goodman





Under the Greenwood tree



You haven't seen, for a long time, any sleeves as short as these. And you'll be thankful for them on glowing summer days—for these sheer dresses are as cool as they look. First, above: A falling-back cowl makes the sleeves of a sheer brown crêpe dress. Second: Both sleeves and bodice of this sheer black silk dress are draped. (Try it with pastel or white cart-wheel and gloves.) Both: Bonwit Teller; I. Magnin, California



Shorter sleeves

Afternoons in town, when you're going out to tea and then on to roof-top dining, a short-sleeved dress worn with a big-brimmed hat is the perfect combination. First: Alix's scarf-sleeved dress of sheer blue and green jersey. Blue straw hat. Second: Intricately draped dress with a sheer white jersey bodice, a blue skirt. Lace-crowned blue felt. All: Salon Moderne, Saks-Fifth Avenue, New York; Chicago

LIPNITSKI



A MOVIE LADY'S MAID

SCHALL



CHRISTIAN BÉRARD PEEKING AT HIS SET

LIPNITSKI



ONE OF BÉRARD'S BEAUTIFUL SCENES

ANDRÉ DURST



A PIRATE IN PINK SATIN



LOUIS JOUVET AND MADELEINE OZERAY, THE BRILLIANT STARS OF "LE CORSAIRE"

SIX PHOTOGRAPHS BY SCHALL



JACQUES FEVRIER, SERGE LIFAR, VICOMTESSE DE NOAILLES, IGOR STRAVINSKY



MME. BOUSQUET, COMTESSE DE CASTÉJA, MME. LOPEZ



CHRISTIAN BÉRARD, MLE. CHANEL, GEORGES GEFROY



CHATTING ON THE STEPS AFTER THE PERFORMANCE

Paris First-night— "Le Corsaire"



MME. AURIC, HENRY BERNSTEIN, M. ACHARD, MLE. CHANEL

The hit of Paris is Marcel Achard's new play, "Le Corsaire," witty, daft, but more importantly, an amalgam of mysticism and indulgent Hollywood satire. (In its own somewhat confused, but always amusing way, it moves around on a pirate ship.) Strengthening the mysticism is Madeleine Ozeray's translucent beauty, in Patou's basques and full skirts; strengthening the satire is Louis Jouvet, who plays superbly both a pirate with a beautiful soul and a movie actor with a beautiful face. The settings are Bérard's—a magnificent pirate ship with mechanized surroundings for shifting scenes and centuries.

After the *répétition générale*, Madame Missia Sert gave a party for Monsieur Achard and the cast, for her friends and his friends. Paris hasn't seen such a flint-and-steel combination of artistic and social elements in years: Stravinsky next to Mademoiselle Chanel; Eve Curie talking to the Baron Robert de Rothschild; Serge Lifar, to the Duchesse d'Harcourt



MME. M. ACHARD WEARING CHANEL'S OFF-SHOULDER BLACK CRÉPE



A town dress with a perversely peasant quality—triple chiffon with a full-sleeved red blouse and a wide red-and-white skirt. Bergdorf Goodman. Mexican fruit basket from Fred Leighton



First: Pink and blue straw sailor with nesting grosgrain wings; Bonwit Teller. Second: Fiesta dress of red, black, and white crêpe, with a pleated skirt. Black straw hat. Both: Henri Bendel



1



2

SKIRTING THE BEACH

3



4



1. There's news in the colour—fuchsia and white. And news in the Victorian print—fans, hearts, opera-glasses on Everfast cotton. Under the dress, swimming-trunks and brassière. Altman

2. Such Victorian tokens as iron chairs, iron deer, and cupids raise their heads on this Everfast cotton. The coat has a terry-cloth lining; the bathing-suit pretends to have a skirt. Altman

3. One of the great reliables of summer—a shirt-waist dress; here of rust-brown and white Wamsutta Linspun; McCutcheon's. Brown fish-net moors the natural straw hat; Sally Victor

4. Bicycle in it, loaf in it, lunch in it, and see how docilely it packs—this yellow jersey Sacony play-suit and separate skirt. Abercrombie and Fitch; I. Magnin, California

5. The trusty skirt and shirt, tailored with fine respect, buttoned with silver buttons, belted with grosgrain, and made of that whitest of white fabrics—sharkskin. Jane Engel

TONI FRISSELL

5





RUBBER makes tarpon-sleek suits. Top, left, U. S. Rubber's blue-and-white one. Saks-Fifth Avenue, New York, Chicago, California. And a rubber suit in bright yellow, by Kleinert. Altman

FLOWERS, gardens of them, are being printed on bathing-suits again. Centre, left, a suit of satin knitted with "Lastex"; jersey undershorts. Saks-Fifth Avenue, Chicago and California

CORDUROY on the beach (below, left) comes as a surprise, and here's a two-piece Talon-fastened suit of it. In tan, it's perfect with fair hair and brown skin. Lord and Taylor; Neiman-Marcus

KNITTED WOOL suits are active-swimming classics. The Jantzen suit below is knitted with "Lastex" for a hug-me-tight fit—it's brown, with a drift of white gum-tree leaves. Franklin Simon

PLAID goes down to the sea—opposite, above, a whole family wears lively red-and-blue plaid suits, knitted with "Lastex" and designed by Mabs of Hollywood. Best; Desmond's, California

MATLETEX suits, the ones that stretch out and out to fit your measurements, turn up in new prints. The cotton one opposite has flowered stripes. Best; Marshall Field; Neiman-Marcus





TONI FRISSELL

FREE-STYLE SWIMMING



EVEN the more reactionary masculine circles now recognize that women are fishing. Fishing scientifically and, what is more, successfully. This new race of fisherwomen doesn't squeal over bait; talks without coyness about "tight lines" (good fishing), spinners, and hatches; takes a sporting, rather than suffragette attitude. If you're one of them, or want to be, here's what you can go after:

SAILFISH AND TARPON. These deep-sea fish, suitable for framing, are chased with a launch, which you charter. (The captain will have unalterable, and generally sound, convictions about the best fishing ground.) An elaborate rod and reel, rented at the same time, occupies your attention—if a big fish catches you being dreamy, he yanks the tackle overboard. You avoid sunstroke, as you troll, with dark glasses, slacks, and an outsize straw hat.

The east coast of Florida is favourite territory for sailfish; women go out after them from Palm Beach, Miami, Fort Lauderdale. (Mrs. George Vanderbilt's latest sailfish weighed one hundred and forty-one pounds.) Tarpon, notably the Silver King, are partial to Florida's west coast, and if you're after them you can stop at Boca Grande or at the Inn on Useppa Island, where the Isaak Walton Club is.

MARLIN AND TUNA. These put up a great fight, and are for men like Hemingway or Kip Farrington, and for women who can keep their poise with several hundred pounds of thrashing fish on their lines. (Weakfish and kingfish, which you're also likely to hook with your \$475 rented rod and reel, are somewhat less active.) Mrs. Farrington hooks her own during the day, and at night climbs up on the slippery cabin roof of their cruiser and swings the search-light as her

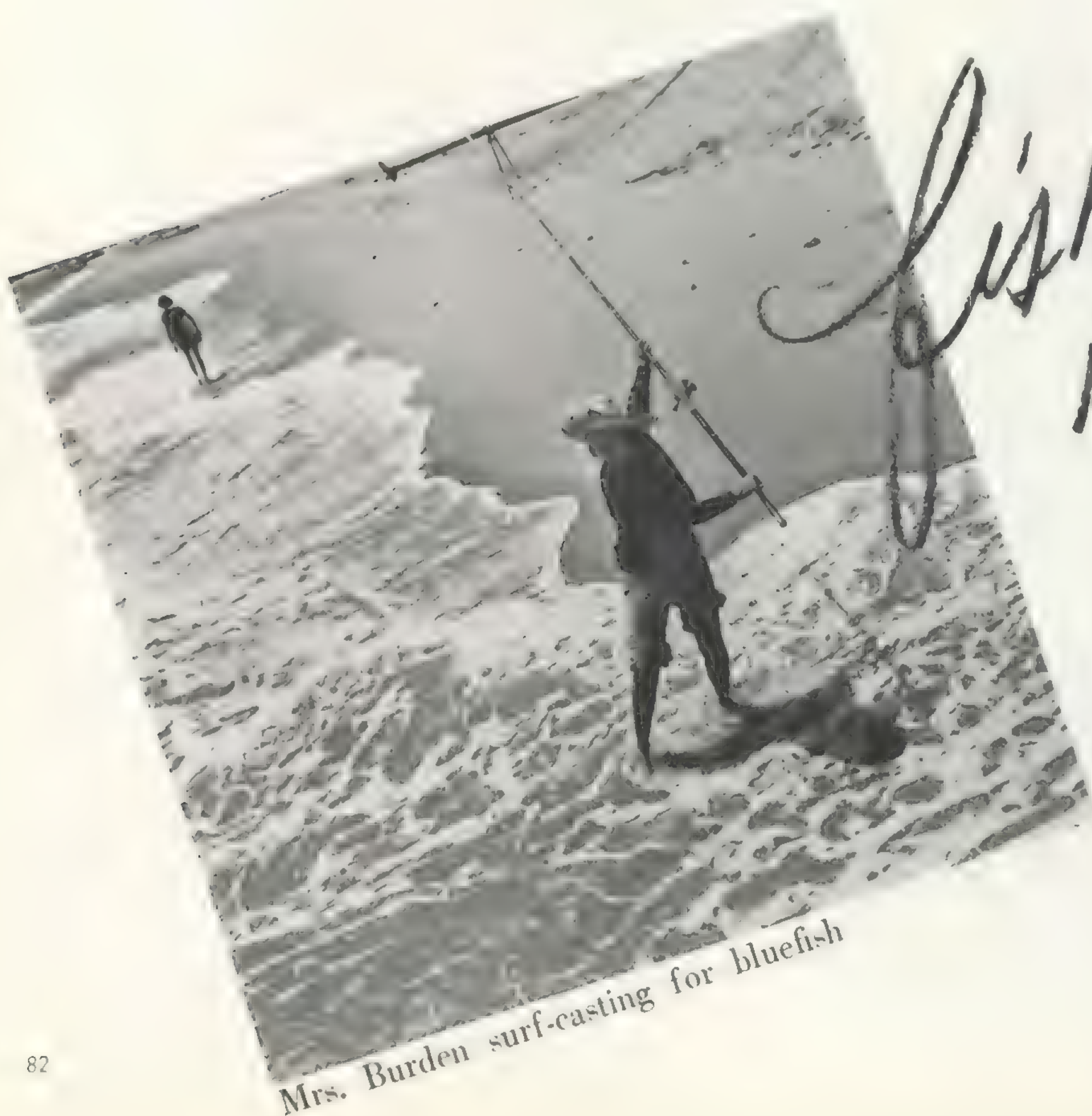
husband pulls in a giant blue-fin tuna. Mrs. Francis Low (who weighs a hundred and twenty-two pounds) set the Women's World Record with a tuna which weighed seven hundred and forty-nine pounds; a record now held by Mrs. William Chisholm, second, whose tuna tipped the beam at seven hundred and sixty pounds.

Marlin and tuna get around quite a bit. You can find them in Florida; off Montauk Point, Long Island; or the Beach Haven Tuna Club in New Jersey. They're also around Del Monte (where the first ones were taken), Lower California, the Gulf of California, and off Lockport, Nova Scotia.

BLUEFISH AND STRIPED BASS. They live in the sea with mackerel and flounders—but not the very deep sea. Accordingly, you troll from rowboats with outboard motors, fish from rocks and piers, or cast into the surf. (This takes an adequate arm, as the rod is fairly heavy.) The Atlantic beaches are lined with surf-casters, hip-deep in tugging water, picking off bluefish as they come in with the tide. Bluefish and striped bass will keep you particularly busy at Chatham on Cape Cod, Montauk Point, and—invariably—Florida.

SALMON. The sporty Atlantic salmon is at its best in Canadian rivers. (The fussy Pacific salmon won't look at anything but live bait, and is not so much fun anyhow.) Catching Atlantic salmon takes more finesse than brute strength. To hook a fighter, you may have to slosh through frosty water in waders, your fly-book full of delicacies like Brown Fairy and Bastard Black Doe. (To land him, you brace the end of the rod in your stomach, if you care.)

Salmon-fishing may be an expensive sport; at the Restigouche Salmon Club on the (Continued on page 124)



*Fishing
in America*



TONI FRISSELL

Mrs. W. Douglas Burden fishes for striped bass in the Palm Beach inlet while her husband, President of Marine Studios, helps stock those new aquariums soon to open at Marineland, Florida



Lonely figure, in centre, Clarence Budington Kelland, author, President Dutch Treat Club



In a rowdy sketch, Otto Soglow enacts "The Little King" for his fellow-Dutch Treaters, aided by a trumpeter, a Duchess, a lackey, a tramp and a trollop or two



No ladies would act in such a skit as that of "The Little King," shown at the left. Fortunately, the actors above were no ladies



Ray Vir Den, the club's Vice-President and impresario, apes, hands on hips, Elsa Maxwell. The others impersonate Tommy Manville, Mrs. Stanwood Menken, John Perona



The candid-camera man was the hero of a sketch by Rea Irvin. Theme: the intimate pictures seen in Life, Look, Click, and Pic



Samuel Hopkins Adams (left) and Will Irwin, writers, epicures, and inveterate Dutch Treaters



Frank Buck (centre), lion hunter, tiger tamer, gorilla trainer—a little frightened at meeting two artists



Hugh Johnson, pile-driver columnist, General, humorist, debunker, and disenchanted New Dealer

PICTURES BY PETER STACKPOLE, LIFE'S STAFF PHOTOGRAPHER



Political oration by Edward McNamara, as Senator Hooey, Old Guard Republican. Scene: the office of Bruce Barton, a loyal Dutch Treater



Westbrook Pegler (centre), not far from General Johnson, just as he is in the World-Telegram



Thomas E. Dewey, New York's District Attorney (centre), scenting out a French pastry racket



Moving love-scene between Ray Vir Den, as Mae West, or Snow White, and Harry Murphy as Prince Charming—the Spirit of the New Deal

THE DUTCH TREAT CLUB, every year in April, "throws" a banquet and stages a show. At this combined festival and fracas, spirits and suppressions are lifted, noses thumbed, and idols shattered. The theatricals are "for men only." Ladies have never dared profane them; never heard the shouts of *evoe* that issue from the ribald bacchanals. The Dutch Treat Club has flourished for thirty-five years without a club-house, Constitution, or By-laws. Its assets are a gavel, a grand piano, the bond of humour, a fund for charity, weekly luncheons, and the talents of its three hundred and fifty members. By profession, they write, paint, edit, act, compose, publish, journalize; but, by temperament, they are outlaws, iconoclasts, nomads, mockers, bravos, and most incorrigible cadets of Gascogne.

In praise of polka-dots — fresh white ones —

Polka-dots—so long looked on as neat and proper motifs for trim day clothes—have currently gone over to the romantic side. First: Panels of blue-dotted white chiffon, and a fichu, on a white-dotted blue dress. Hattie Carnegie; I. Magnin, California

Second: There's a flurry of white polka-dots over this portrait-dress of black chiffon; a flicker of tiny red ruchings around the tremendous skirt. And your white shoulders rise from another flirtatious fichu. Hattie Carnegie; I. Magnin, California



on romantic dresses with drifting skirts

First: Bands of polka-dots—white dots on red chiffon, and white dots on black—for a Romany dress with a bound waist-line, a skirt that flutters wide as you dance. And here—again—a ruffled fichu turns up. Saks-Fifth Avenue, New York and Chicago

Second: Half-and-half dinner-dress—the top, barely covering your shoulders, of pale blue chiffon with white dots, the endless skirt of dark blue chiffon scattered with white dots. A perfect dress for dining under the constellations. From Jay-Thorpe





The partiality for blonde —natural or bleached—in evening furs is more and more pronounced. Left: one of the new bleached silver fox jackets—bleached to a fine tawny shade; from Jaeckel. Lilly Daché made the horsehair hat purposely tiny, the better to show jewels in the hair

Below: A bolero of baum-marten in the natural flaxen shade, just as it comes from the Ural Mountains in Russia; Bergdorf Goodman. And don't let that new Émile coiffure escape you, hair brushed up in front and smoothed down sleekly in back—a jewel placed strategically aft

Opposite: A cape of natural lynx—lynx has now escaped from the sports world and appears at night. You'll wear this with evening clothes or travel tweeds. Jay-Thorpe. And here is another coiffure secured in a net to give that sleek narrow look. Michael of the Waldorf arranged it





HORST

Fair-haired furs



KERTESZ

TRAVELLING LIGHT" used to mean travelling with very little luggage (usually too little for comfort). But not any more. Nowadays, you travel light even if you're going around the world—because your luggage itself is light, made of one of the new materials that are amazingly thin, incredibly weightless, yet as sturdy as the thickest cowhide. It may be linen, tweed, canvas, duck—even wool; it may be thin, tough rawhide, alligator-skin, light morocco leather. Modern luggage, in fact, can be made of practically anything, so long as it's light—and strong.

The luggage on the opposite page is photographed on the escalator at the Italian Line pier; but it would be equally at home in a train luggage-rack or an airplane cockpit.

1. Hartmann's shoe-case (it holds ten pairs) of natural canvas, bound with saddle-stitched leather, corduroy-lined
2. The suitcase to match is lined with Celanese crêpe
3. A week-end case to match. All at Saks-Fifth Avenue
4. Tweed, the great traveller, covers this case, with hangers to keep clothes fresh and unruffled. Rawhide binding
5. Also of tweed with rawhide—this suitcase to match
6. Small case to match. Wheary made these for Mark Cross
7. Pin-striped duck—brown with a beige stripe—covers this new suitcase, bound in saddle-stitched leather, with hangers for clothes and lots of space for incidentals
8. A hat-and-shoe case to match. Both are by Oshkosh
9. This peerless hat-box is big enough to hold your widest cart-wheels, deep enough to hold all your other millinery—yet it's light as air. Of bright morocco leather, with handles on top and at the side; Arthur Gilmore
10. Boyle's suitcase made entirely of alligator, hand-stitched and beautiful; Abercrombie and Fitch
11. This phenomenal suitcase, by Boyle, holds twenty-four dresses—twelve on each side. It's of Belfast linen, bound with hand-stitched alligator, lined with brown twill
12. The hat-and-shoe case to match has a spacious hat compartment, twelve pockets for shoes, even a lingerie tray
13. Small case to match. All; Abercrombie and Fitch
14. Wheary's handsome case of "Tufraw" rawhide—with the new stainless-steel guards; John Wanamaker

The inside story of some of this luggage is on page 118

In the photograph at the right (this page) the first traveller is outward bound in a short navy-blue reefer, pale blue wool suit, felt hat with an up-swept brim. All; Jay-Thorpe. The second goes away in a grey wool dress and bolero, pigskin-buttoned, and grey felt hat bound in red; Saks-Fifth Avenue



HIRSCH

CLAIMING YOUR LUGGAGE



MR. WOOLLCOTT DECIDES ON THE FABRIC

ALEXANDER WOOLLCOTT

Guild Theatre
New York City
February 21, 1938

Dear Vogue,

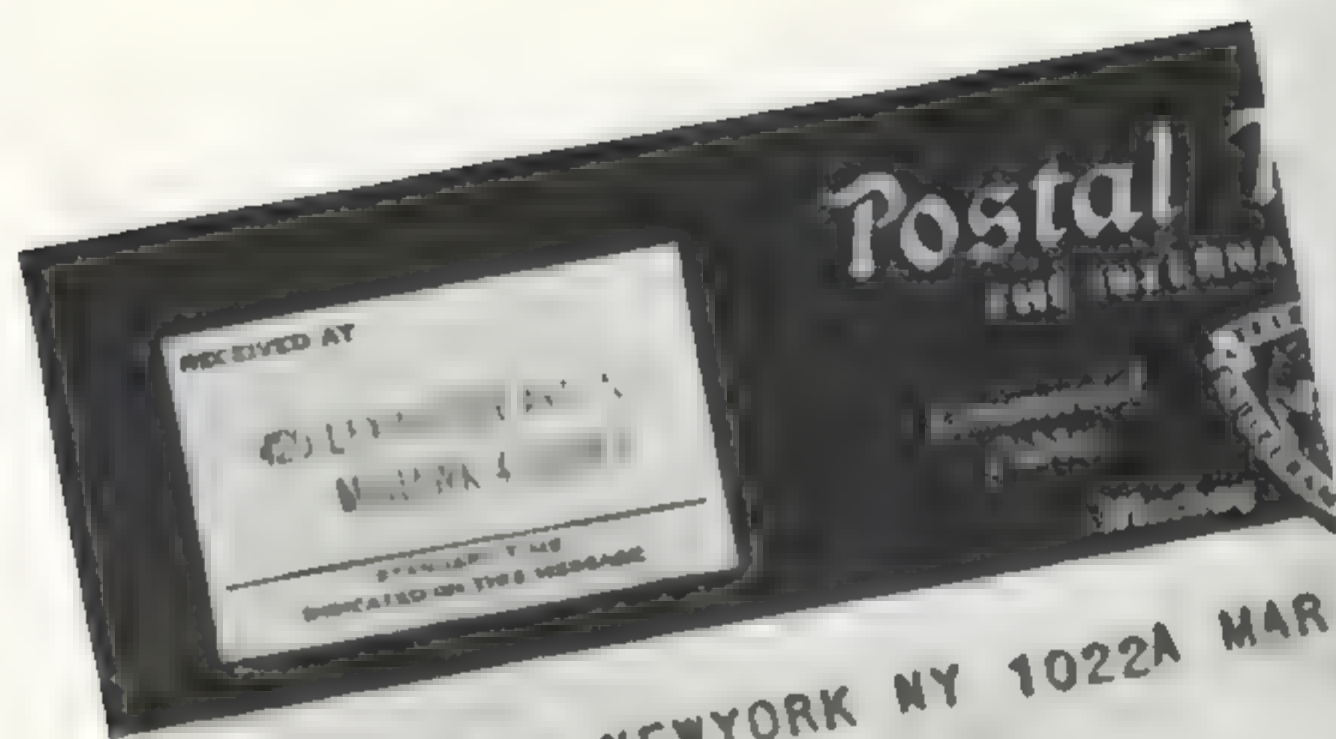
This is a cry for help. In a weak-minded moment I made a wager with young Mrs. Charles King Mallory, Jr. -- it was nominated in the bond that, in the event of my losing, I should design and present her with an evening gown -- and now I can no longer evade the painful task of paying up.

Can you be persuaded to represent me in this matter? You see, I don't know anything about dress-making, but I know what I like. I want the gown to be of chartreuse crepe with a great, walloping doodad of some ivory-white material, and I want the white piped with black. How does one go about such things? Will you arrange it for me?

Yours sincerely,

Alexander Woollcott

P.S. Remember that black piping. Without it the dress will be like an egg without salt.



N16 22-MA NEWYORK NY 1022A MAR
VOGUE= GRAYBAR BLDG NEWYORK NY=

HAVE JUST SEEN MRS MALLORYS GOWN STOP IT IS SUPERB
STOP WOULD YOU CONSIDER DESIGNING ME A PAIR OF TROUSERS
QUESTION MARK=
ALEXANDER WOOLLCOTT,
-1048A

Telephone Your Telegrams to Postal Telegraph

Alexander Woollcott



HORST

BERGDORF GOODMAN DESIGN: WHITE FAÏLLE, A CHARTREUSE SLIP, BLACK BINDINGS AS MR. WOOLLCOTT SPECIFIED

chose this evening dress for lovely Mrs. Charles King Mallory, junior.



MRS. HENRY LUCE AND HER SURFBOARD INSTRUCTOR—CAPTAIN HALE

by Clare Luce

Anybody's

I HATE travel articles. They make far-away places seem so remote. They describe the scenery too much. Scenery is only convincing when you're standing bang in the middle of it. Reading about picturesque natives is a terrible bore. It grows more boring the more picturesque the natives get. Natives in travel articles always seem to wear too little or too much impractical clothing, and their customs, when not gruesome or terrifying, are apt to sound merely unsanitary or plain idiotic.

And travel articles *will* describe the food the natives eat. That is a great mistake. There is nothing more futile than a writer trying to make a reader's mouth water by describing a "delicious dish of parboiled icky-ick with stuffed po-poes." You just can't imagine a smell you've never smelled, or a taste you don't know. And, at the end of the travel article, you can't imagine yourself laying out a small fortune to follow the travel-writer's route. For the one thing that travel articles usually do succeed in is convincing you that travel costs quite a lot.

I will now write a travel article about Hawaii that will carefully incorporate all the above-listed mistakes. But I won't imply, I'll tell you straight off: Hawaii is six thousand miles from New York City, and it will cost you time and money to get there, unless you stowaway or hitch-hike. Therefore, if you haven't the price of a ticket to Hawaii, or if, like me, you can't stand travel articles, turn this page over.



LIVING-ROOM OF THE HAWAIIAN HOUSE RENTED BY MRS. LUCE



BACKGAMMON AT WAIKIKI

Blue Hawaii

The climate of the Hawaiian Islands was surely designed by the Lord when He was experimenting with climatic specifications for Paradise. Eleven months of the year, the islands are bathed in radiant sunshine, caressed by balmy tradewinds (one month, generally April, it rains). This one rainy month was probably the hitch in the Lord's experiment which induced him to leave Hawaii to this imperfect world, instead of commissioning it, as He otherwise must have done, for a Heavenly Refuge of the Blessed.*

But, if there is a rainy season, there is never a dry one. For all year round there is a good deal of what the residents accurately describe as liquid sunshine. This is an opalescent mist of rain which falls, or rather sifts, through the sunny perfumed air for about ten minutes two or three times a day. (Hawaii's streets and hedges are full of flowers—oleander, ginger, roses, hibiscus, jasmine; in fact, the whole flower works.) No one pays any attention to the rain. It hardly gets your mascara damp. And when it's gone the nicest thing happens overhead: great triple-bowed, violently prismatic rainbows begin to pop across the sky. They spring from the sea and soar in splendid arcs over the mountain tops, or complete themselves, contrary to legend, in a sugarcane field right beside you on the road. Consider this, if you were ever in your childhood a (Continued on page 127)

**Too lyrical. The facts are—year-round average climate at sea-level, seventy-five degrees. C. L.*



MISS ANN BROKAW, SURF-RIDING



MR. BUDDY ROGERS PLAYING POLO



HAWAIIAN CHILDREN



MRS. BUDDY ROGERS (MARY PICKFORD) SIGNING AUTOGRAPHS



CHILD OF FINLAND—HOODED, MITTINED, UTTERLY APPEALING



Finlandia

By Faith Robinson Trumbull



A MÆDÆVAL FORTRESS

GOING to Finland is like going ahead fifty years and going back fifty years, at the same time. Here is a new vacation adventure—a country with a civilization ages old, yet still in the making: a living thing, a country in its pioneering days, a country of virgin timber and sixty thousand lakes; and right in the middle of the forest are modern cities, the buildings beginning where the fir-trees leave off—as abruptly as that. It is a country where the handcraftsman is as important as the electrical engineer, and vice versa: a country where you can rough it in the wilds by day and sleep in luxury by night.

We came ashore in the middle of the public market at Helsingfors. Even before we went to our hotel, we wandered among the stalls of strange mushrooms, bright berries, and glistening fish. Peasant men, in knee-boots with upturned toes, and old women with shawls on their heads smiled at customers in imported shoes and hats. Here was our first taste of the flavour of Finland, the rural side by side with the urban, the old with the new. And it was there, in the market, that we first fell in love with the Finnish faces: adorable faces, glowing with kindness, intelligence, and humour.

Then we went to our hotel and discovered something else. The Finns believe in comfort. Wherever you go, in hinterland or city, you will find superlative accommodations; hotels and resorts and guest-houses that are as modern as any in Europe or America (if not more so). And the amazing part of it is that even in hotels like the Societetshuset and Torn, in Helsingfors, the Tammer in Tampere, the Finlandia in Punkaharju, or the Aulanko Karlberg in Hämeenlinna, the top price for the top rooms is about \$2.50 a day; breakfast about thirty cents, lunch about fifty cents, dinner about seventy-five cents, and supper about sixty cents. It's the business of exchange, of course, that does it. The Finn mark, the Finnish unit of currency, is equal to about two and a quarter cents in our money. You can almost save the price of your trip there by your cheap daily living expenses.

The second point in Finnish comfort is food. The Finn makes an art of eating, and he practises his art often. He has breakfast about eight. Around ten-thirty, he has coffee and coffee breads. At twelve-thirty, he has lunch: *voileipäpöytä* (*smörgåsbord*), and an omelet or some other light main dish, and sometimes a sweet dessert. Then there is more coffee in the middle of the afternoon; and dinner about five, followed by tea before bedtime.

Helsingfors is full of good places to eat. One of the *musts* in town is the aerial restaurant atop the Hotel Torn, to which every visitor goes at least once. While you eat, you will see Helsingfors at your feet—a tapestry of green woodland, blue lagoons and inlets, shining buildings, and boulevarded avenues. (A smart place just out of town, and a favourite of Finnish society, is Grankulla, on the mainland west of town.) (Continued on page 134)



MODERNISM BY THE ARCTIC CIRCLE



White wool suit knitted
with "Lastex"; about \$9.
Saks-Fifth Avenue, New York,
California



*Bragozzo beach dress and
bolero of bright cotton,
Talon-fastened. About \$8,
Altman



*Bragozzo fisher-boy overalls
of Everfast red sail-cloth.
Striped blouse. Together, about \$9.50.
Altman

*Italian for Lido fishing-boat

Shore-front developments in Vogue's Finds of the Fortnight

Off-white slacks and pull-over
of silk-and-acetate. About \$18.
Felt fez; leather sandals.
Lord and Taylor



KENNEDY



Burnoose of white Celanese sharkskin.
About \$13; Saks-Fifth Avenue
New York, California

Shops in other cities have these models



Unpacking. It's no strain, when everything comes out fresh. This dress is completely packable, too—black rayon crêpe and polka-dot foulard, and a cardigan of mustard-coloured mesh Porosa. About \$40; Chez Rosette, Marshall Field

NO PRESSING PROBLEMS



Golfing. Any minute now, in a "Free-Action Sleeve" dress of lime-yellow Du Pont Spun Rayon, like nubbly linen. (It looks perfectly fresh after a trip, as if it had never even seen the inside of your suitcase.) Yours for about \$20; find it at Lord and Taylor



Lunching. Purple nub linen makes this non-wrinkling, Talon-fastened dress. The jacket is of heavy purple linen. About \$35. Dunlap cart-wheel of purple straw. All from Best

SHOPS IN OTHER CITIES HAVE THESE MODELS



Dancing. Nobody would suspect that this dress had been compressed into suitcase space. It's of romantic pink cotton lace, with yards of skirt, and a little jacket banded at neck and waist with pink starched chiffon. Around \$50; from Best



Dawdling. A plural-occasion dress—imported, non-crush linen, with white palm fronds printed on cool green, tiny buttons parading from the neck-line to the hem, a citron suède girdle. Peace of mind is included in the price; about \$30. Bonwit Teller

VOGUE'S FINDS OF THE FORTNIGHT, shown on these two pages, have spent hours in a suitcase and came out without a wrinkle. We packed them, like somebody in a hurry; we slammed the lid on them and left them overnight. And they came out fresh as little daisies. Some of the other candidates fell by the wayside.

Yes, science is wonderful. Linens are uncrushable, Spun Rayons invincible, lace practically immune to mashing. (It's up to you to help out science by choosing simple, unfussy designs.) Now you can start on week-ends wrapped in calm and your uncrushables, knowing that you'll have no quick pressing jobs to embitter an easily embittered maid; that when you're set to go, so is your wardrobe.

SURE TO



To take you (and your money) a long way towards a perfect vacation, have this wardrobe—or any part of it. Swim in suit 8031, “Easy-to-Make.” Designed for sizes 12 to 20; 30 to 40

Loaf on the beach in “Easy-to-Make” dress and bolero No. 8022, made up of bright cotton, trimmed with rickrack. The dress is sleeveless. Designed for sizes 12 to 20; 30 to 38

Bat the Badminton bird in play-suit No. 8013, and, when you’ve had enough, tie on the full skirt over the pleated shorts; slip on the pointed hood. Designed for sizes 12 to 20; 30 to 38

Ward off coolish breezes after a dip (and avoid sunburn, if you’re the type) with a terry-cloth beach coat, No. 8053. It’s “Easy-to-Make.” Designed for sizes small, medium, and large



Land on foreign soil in coat No. 8052, shown above in the Customs. Have it made of dark wool, in full- or finger-tip length. “Easy-to-Make.” Designed for sizes 12 to 20; 30 to 46

Or come ashore, on a hot day, in dress No. S-4067, made of uncrushable linen, with the short version of coat No. 8052. Fold a scarf in the neck. Designed for sizes 12 to 20; 30 to 38



Turn up for cocktails and dinner in a jacketed evening dress, No. S-4069, made of lace to withstand the sea-air and packing. Designed for sizes 12 to 20; 30 to 42

Sample night-life in dress No. 8054, “Easy-to-Make”—let it be of crêpe, say—high to the throat in front, with frivolous cream-puff sleeves. Designed for sizes 12 to 20; 30 to 40

GO FAR

DESIGNS FOR DRESSMAKING



Roam around, mornings, with a jacket-blouse over a one-piece dress or a skirt. (Design No. 8060.) The lapel-shaped seaming hides two pockets. Designed for sizes 12 to 20; 30 to 38

Step up to serve in the dress part of design No. 8060. (You can use this design to make a skirt, too.) And let the fabric be dead-white piqué, sharkskin, or perhaps uncrushable linen

Watch the energetic ones, when you are feeling quite lazy, in dress No. 8056. Have it of linen, with bright-coloured stitching. "Easy-to-Make." Designed for sizes 12 to 20; 30 to 40

Go into town wearing dress No. S-4068, and make it of dark crêpe, to be dressed up with hat and gloves. Buttons anchor the surplice blouse. Designed for sizes 12 to 20; 30 to 38

Sightsee in a breakfast-to-sundown dress, No. 8045. It's the classic shirt-waist, and perfect in a heavy pastel silk crêpe. It's "Easy-to-Make." Designed for sizes 12 to 20; 30 to 46

Stroll around a metropolis any warm day in dress No. 8058, made, say, of sheer dark crêpe. (Fine for travelling, too.) "Easy-to-Make." Designed for sizes 14 to 20; 32 to 44

The back views of these designs are shown on page 131





Shop-hound plays rover

The lady with the sea-legs, over there at the right, has also a weather-eye, and she uses it to find good things like the wool coat she is wearing. We do mean wearing—over sports dresses, silk dresses, shorts, slacks, culottes, and over and over. The big two-tiered pockets are a source of constant delight to her because they hold her hands and all the little objects she picks up in her wanderings. She likes the clear blue colour, and the simple collar. It was Antoinette Lichtenstein, 280 Park Avenue, who was smart enough to know that this is just what people would want to be buying to wear every minute this summer, and who priced it at about \$55.



The gipsy in Peck and Peck is coming out. Not content with selling travel clothes to other people, they feel the urge to travel themselves. Let's expand, is what they said. So off they are setting for 475 Fifth Avenue. Here, they will live happily with their new long sweater bar, their make-up department for assembling skirts, jackets, et cetera, their circular hat room, and our blessings. This new place is four times the size of the one they're leaving at Forty-Second Street, and more luxurious. They're going to have bamboo chairs with emerald-green seats for you to sit on. Good Greenwich news is the opening of the Peck and Peck store—in the Harris Building, 45 East Putnam Avenue.

OPPÉE



Before you embark for some place, you might just quietly rove up to Norma Gollinger, 21 East Sixty-Fifth Street, and find yourself a good-looking travel suit or dress. The jacket-dress at the left is such a one, and will destine you to be admiringly gazed at, no matter where you go. It's a luggage-tan and dull blue wool jacket over a simply cut blue crêpe dress to match; about \$70. Others from about \$30.

At David's, 425 Fifth Avenue: a divided hand-bag to keep passports, et cetera, all together in one side. Money goes into the Captive Billfold, firmly anchored. About \$15 in calf; or in other leathers.

Be prepared. That's our one big motto for you. At Franklin Simon, invest about a dollar for a thermometer, framed in leather, either coloured or hazel pig. You hang it on your lapel, consult it, and somehow—we don't know why—we feel it should be a great comfort to you when you go voyaging..... *Stop and Go*. That is what the twin-traffic-light clips spell out in little golden letters. The *Stop* one has a gleaming red stone—the *Go* one, green, of course. Pay about \$6 each for them at Bonwit Teller, and your life may or may not be better regulated. Anyway it should be more amusing.



Ultra ultra from Abercrombie and Fitch. Left, the mammoth crocodile wardrobe-case, to make you feel like a maharaja, at least. Centre, a crocodile suitcase, with its Cellophane cover, right. Abercrombie has taken to making these covers to order for bags of all sizes and descriptions. This makes us feel better, because it's always saddened us to cover up beautiful leather with heavy canvas or fabric, even when protection seemed in order. Now the Cellophane takes the rap and the scuffs and all the stickers, and the luggage comes shining through. A slide fastener seals the whole matter. About \$200 for the big case; \$95 for smaller, with cover. (Continued on page 112)



A "spur of the moment" luncheon

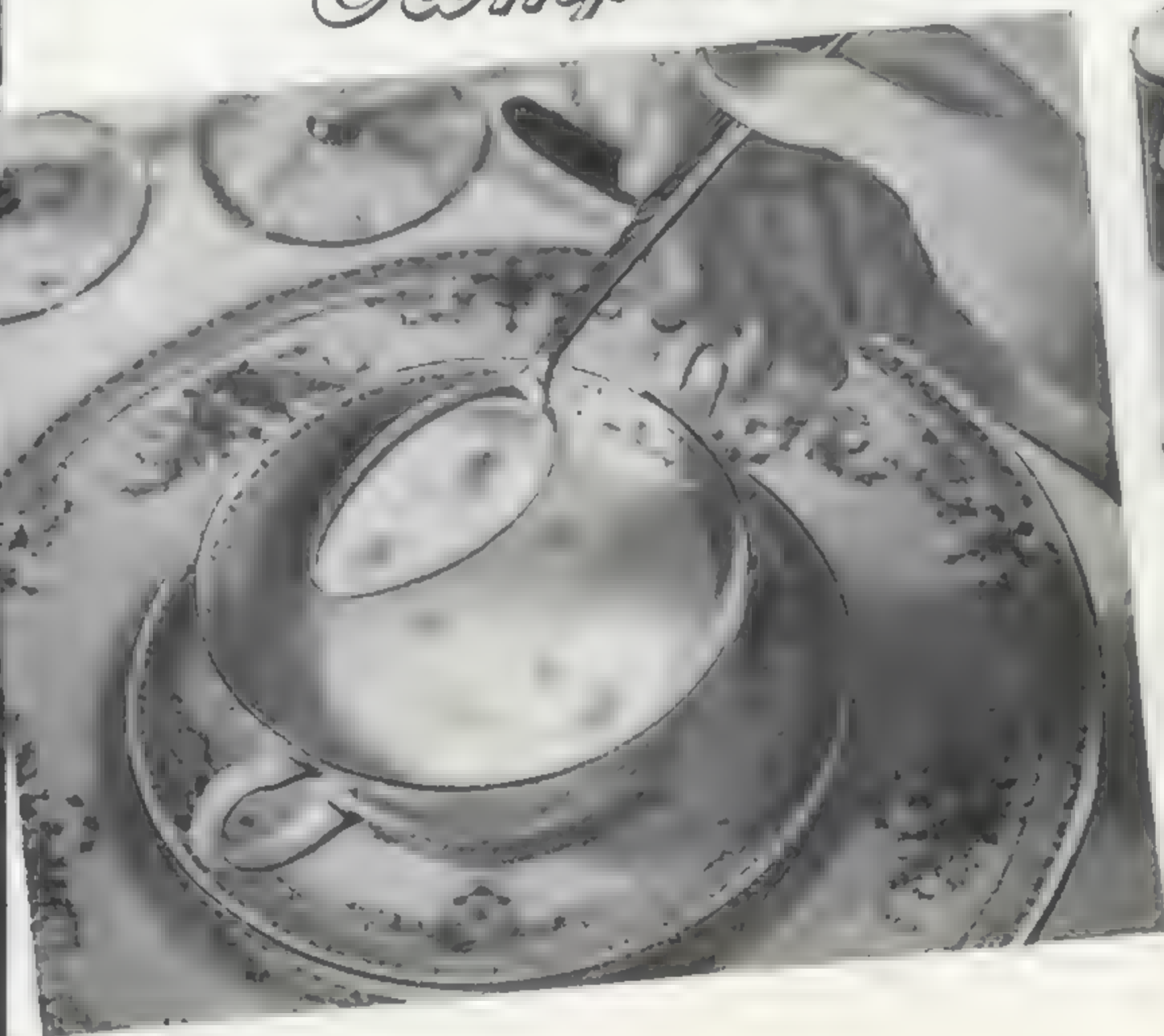
"So glad you can come. Now we can plan it all at lunch." Yet short as the notice is, lunch is ready on the dot. Perhaps it's Campbell's Noodle with chicken Soup to tempt with its hearty, golden egg noodles and morsels of tender chicken... Or it may be Campbell's Asparagus Soup, so easily creamed and made extra nourishing simply by adding milk instead of water. A smooth purée of fresh young asparagus shoots and fine table butter, with fresh asparagus tips added for good measure. A soup that brings a touch of Spring to the table.



— or R.S.V.P.

Plenty of time for planning an elaborate dinner—yet no time at all is required for planning the soup course. For again the soup is Campbell's, and again a foregone success... Which of the 21 shall it be? Campbell's Consommé, a delicious soup that always sets a dinner off to a good start?... Or, Campbell's Cream of Mushroom—another patrician of the dining hour? Rich with fresh mushroom goodness blended with double-thick cream—cream so thick it will hardly pour—and made extra sumptuous with plenty of delicious mushroom slices... Is your larder well supplied?

Campbell's SOUPS





**BUT DEFINITELY—
LEGHORN AND
PANAMA BY KNOX**

Panama goes to the country club, while feminine Leghorn makes style in the afternoon. Knox gives you both, accentuated with the new light or bold Della Robbia Blues.

KNOX
The Hatter

FIFTH AVENUE • NEW YORK • DISTRIBUTORS IN PRINCIPAL CITIES

DISCOVERIES IN BEAUTY



Guerlain's new perfume, "Coque d'Or," has the sophisticated freshness of many white flowers. In translation, "Coque d'Or" means a bow of gold, an effect that is carried out by its decorative bottle

THERE is something about possessing a good clear skin—and more especially if it hasn't always been such a one—that gives any woman a definite feeling of self-confidence in her own looks. And it is toward that end that Gloria Bristol especially devotes her efforts in her salon at 745 Fifth Avenue.

Every step in the Bristol treatments is devoted to correcting some underlying fault in the condition of the skin itself—to cleaning the pores of impurities and refining them; to getting rid of bumps and blemishes, even the variety that has been long established; to lightening the tone of the skin; to getting the circulation so thoroughly stimulated that the surface loses its dead, sluggish look.

Of course, in this type of work, the treatments are varied to meet the requirements of individual skins, but there are some features that appear in almost every version. There is never any manipulation of the face, and there is always a preliminary scrubbing with a sulphur and vitamin soap and a special facial brush. Miss Bristol has twelve different varieties of masques, one of which becomes practically air-tight when it is applied to your face, and helps to draw the impurities from the pores, as though by magnets.

When you make your initial purchase of Miss Bristol's preparations to use at home, you are asked to come in regularly to have the results checked at the salon. There is a very personal, as well as a very serious, interest in every case under consideration, and the results speak very convincingly for themselves.

When people were going about Palm Beach this winter with their first coats of sun-tan, one of the things you noted immediately on many smart hands was a coat of dead-white nail polish, new-looking, and as effective against brown as dead-white always is. If you want to try such a polish, ask for Barbara Bates' new White Rose, which is just making its appearance in the smart shops. It is fun, even without sunburn, and, a stunt is to affect it with black, just as you wear spotless white gloves.

Pink Rose, a tender tone for pastels, and Cedar Rose, rose with overtones of brown, are two more in the new Rose trio.

In an old brownstone house of historic interest (31 East Thirty-Eighth Street), Jennaro has opened a unique and charming salon run according to his ideas of what people really want in a hair-dressing establishment.

He feels that people enjoy a place where they can relax during a coiffure siege. So, he has devoted the front room of his house to a lounge, where tea is served and people can enjoy the charming *décor* in off-pink and white.

For the actual care of the hair, he produces a soft permanent by a machineless method. His quick eye sizes up the possibilities of your particular head, and a new coiffure from Jennaro is a definite fillip to your ego. (Continued on page 108)



Life begins with VITAMINS PLUS...



BIOLOGICALLY STANDARDIZED

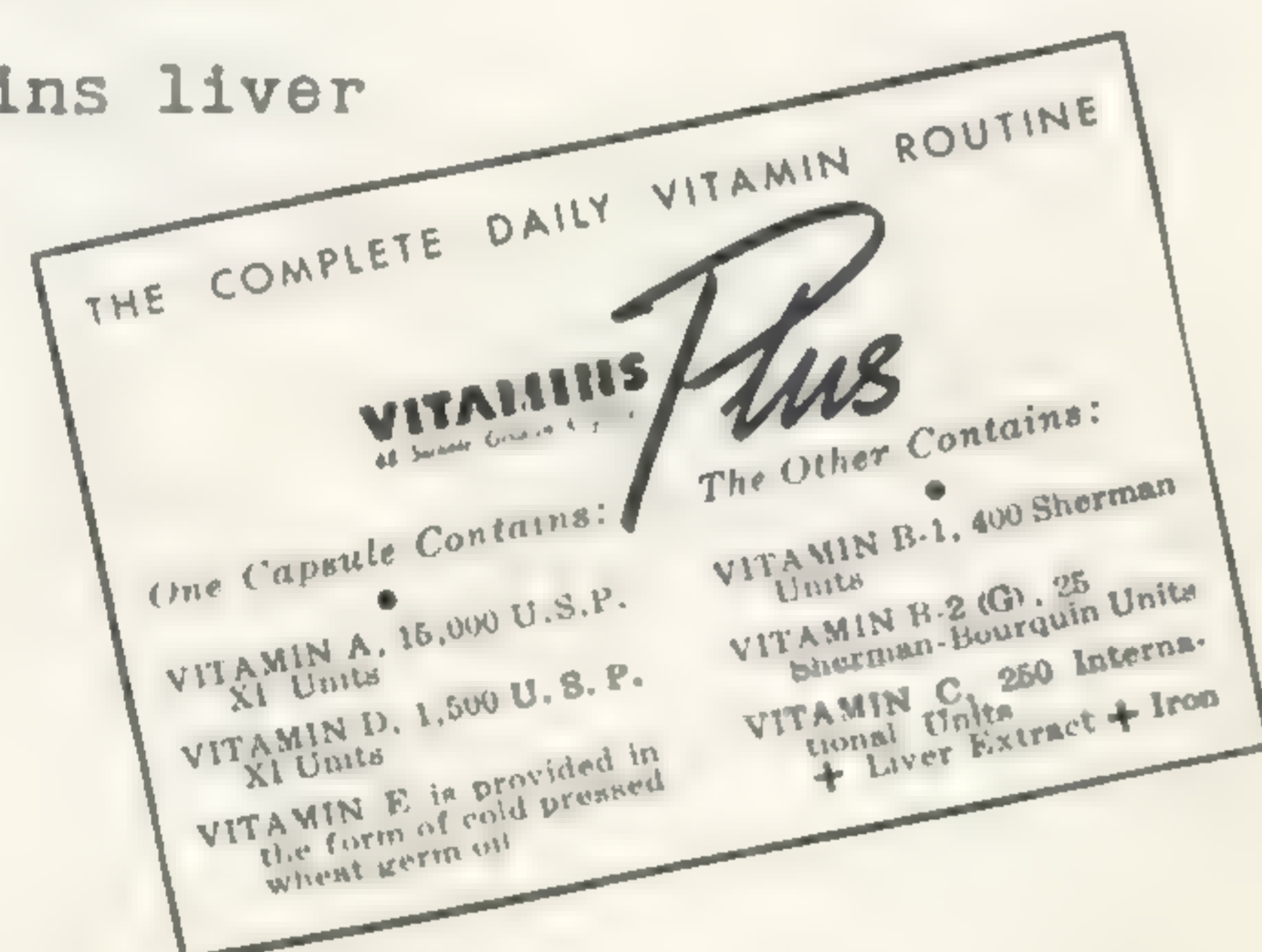
Wonders can happen - to you. Wonders of feeling well, looking well - of being awfully glad you're alive. Vitamins can be the secret. Which vitamins? All those important-to-health vitamins you know you need.

Vitamins Plus once a day is the vitamin routine complete. In two tiny, easy-to-take capsules it supplies vitamin groups A, B, C, D, E, G and, for plus effectiveness, it also contains liver extract and iron.

Combat the strain of everyday modern living - be a very charming person to know. Vitamins Plus - a 24 days' supply - 2.75

VITAMINS *Plus*
IS SOLD AT COSMETICS
COUNTERS OF LEADING
STORES

*If you can not find
VITAMINS PLUS in
your city send 2.75 and
the name of your store to
VITAMINS PLUS, INC.,
370 Lexington Ave.,
New York City.*



VITAMINS PLUS, INC., 370 LEXINGTON AVENUE, NEW YORK CITY

DAGGETT & RAMSDELL

Beauty Products



Back in the '90's—when tally-ho parties were the rage—the fame of Daggett & Ramsdell was already established.

FIVE GENERATIONS of lovely women have guarded their beauty the Daggett & Ramsdell way.

TODAY, the skill of this great house brings you a new and outstanding aid to beauty.



Golden Cleansing Cream

[CONTAINING COLLOIDAL GOLD]

BEAUTY authorities agree that the most important step in the care of your skin is thorough cleansing. Yet it must be gentle, too. The answer is—Golden Cleansing Cream... for no other cream cleanses more thoroughly or more gently!

This delightful new Daggett & Ramsdell cream is kind to

the most delicate skin. Satiny-smooth, without a trace of stickiness, it actually soothes as it cleanses!

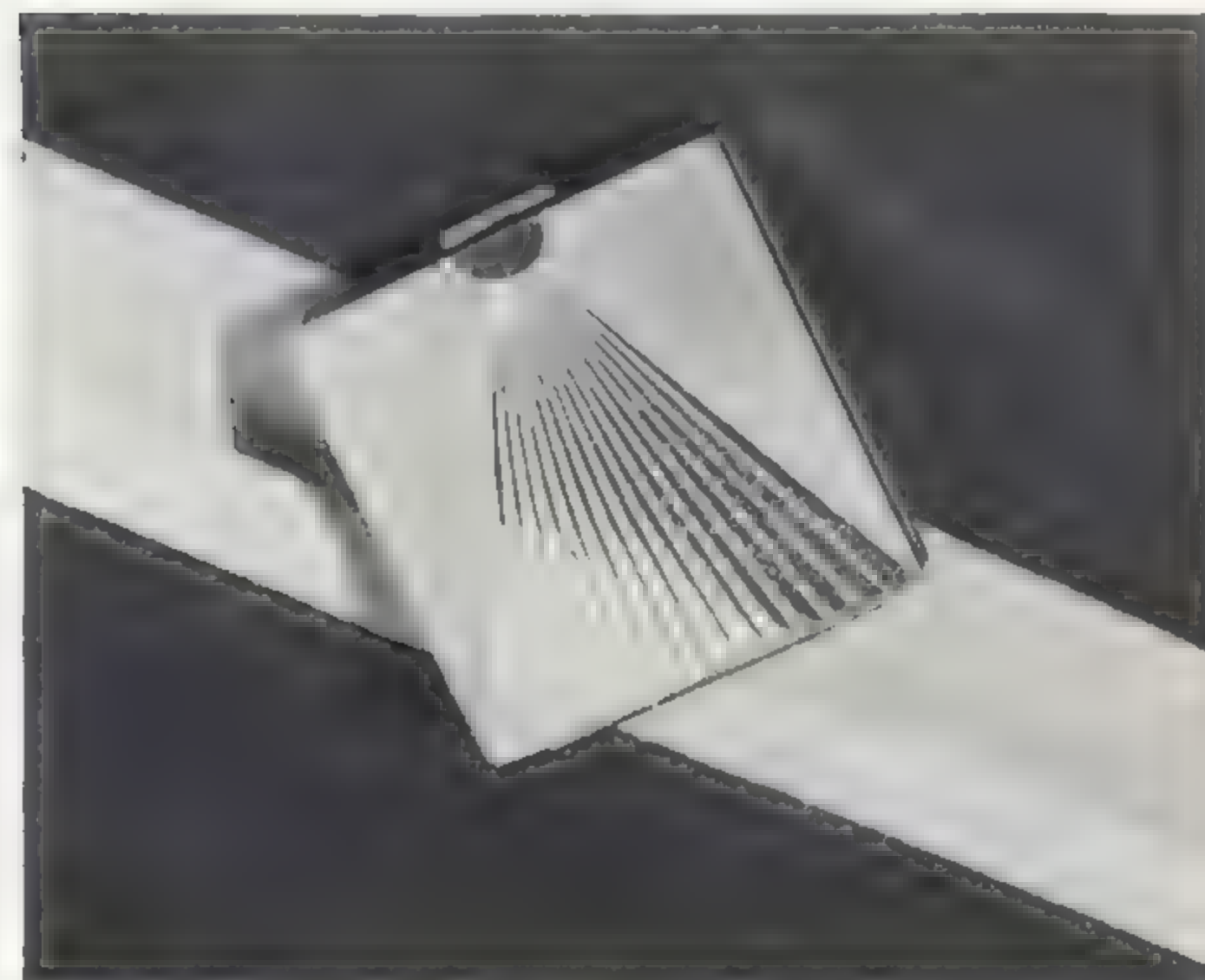
Try Golden Cleansing Cream tonight. You'll like its richness... its velvety texture... even its soft rose color. And you'll be delighted to see how clean and dewy-fresh it leaves your skin.

For a personal demonstration visit the Daggett & Ramsdell Salons—New York, 30 Rockefeller Plaza; Chicago, 62 East Monroe Street.

Copyright 1938, Daggett & Ramsdell

DAGGETT & RAMSDELL

DISCOVERIES IN BEAUTY



The newest Primrose House vanity-case introduces the new feature of a square magnifying mirror that reflects your entire face instead of a single feature, to enable quick repair work

(Continued from page 106) Every so often you find yourself in a situation where you would give practically anything to have colour on your lips that you knew would stay there, until you took it off yourself. It might be for that day in the country, when a lipstick is a nuisance. It might be in the hospital, when you can get yourself together in the morning, but won't bother with make-up the rest of the day.

Whenever it is, if that permanence of lip colour assumes vital importance in your life, you can now acquire it very easily by investing in a bottle of Liquid Liptone. This is a brand-new preparation, the brain-child of the Princess Pat Company, and, so far as we know, a preparation unique in itself.

You paint this liquid on your lips with a special applicator attached to the bottle cap. (You can see the bottles in the photograph below.) Proceed carefully at first, until you have developed the knack of getting the colour on smoothly, and in just the contours you want. If you make a slip in the application, a touch of the fluid that is supplied in a little flacon with each bottle of Liptone will remove any little unevenness.

When once your mouth is "on," keep the lips apart for thirty seconds. This allows time for the liquid to set, and there it is, for hours and hours.

The makers of Liptone swear that it won't dry the lips, but, if you feel that it does yours, you can smooth a lip softener over your mouth at night. Or, if you prefer a moist feeling to your lips, you can put colourless pomade over the liquid once it is thoroughly dried.

Liquid Liptone comes in six shades, English Tint, Tropic, Regal, Parisian, Light, and Medium. You will find it at Bloomingdale's in New York, and in other shops throughout the country that sell the Princess Pat preparations. (Continued on page 110)



This is the Liquid Liptone originated by the Princess Pat Company to give colour to your lips that endures until you remove it. Directions for its use appear above. Bloomingdale's in New York



"Wear it with Wine, Gray, Raspberry, Pink, the new Smoky Blues, Brown or Green," she says

MORE urbane and sophisticated than ever in her sensational Late Spring collection, Mlle. Alix, noted Paris dress-maker, sponsors the new Cutex HEATHER to wear with her newest and most exciting creations.

Famed for her skillful use of jersey—from wool to chiffon—Alix is acknowledged mistress of the new loose-flowing line—the ultra-feminine effect.

She is enthusiastic about the new Cutex HEATHER, says: "The hint of purple in it blends with all the newest Spring colors . . . it is so subtle and feminine it adapts itself beautifully to that soft, loose look I've always been mad about."

Versatile . . . adapted to the new poly-color craze

Cutex HEATHER is a deep, smoky rose, with a suggestion of purple that makes it absolutely "right" with the whole collection of Spring "rock-garden" colors—the lovely fresh lavenders, blues and pinks, and yellows. It dramatizes the soft new grays—blends perfectly with the purples and raspberries, brown and green.

Make up your own startling poly-color combination and see if Cutex HEATHER isn't heavenly with it!

Decide right now to look your most Parisian this Spring and Summer in Cutex HEATHER sponsored by Alix. Like all Cutex shades, Cutex HEATHER will resist fading, chipping and peeling. HEATHER goes on with the smoothness of satin, yet wears "like iron." Ask to see the complete range of stunning new Cutex colors. Only 35¢ a bottle!

Northam Warren • New York, Montreal, London, Paris

SPONSORS FOR LATE SPRING

Cutex Heather



Pink organza with poly-color stripes



Gray chiffon jersey dinner dress



Wine jersey with blue panels



6 NEW SOFT SHADES TO CHOOSE FROM:

HEATHER: A deep, smoky rose, with a hint of purple. Goes perfectly with wine, gray, raspberry, pink, the new smoky blues, brown or green.

TULIP: A fresh, true crimson. It goes perfectly with black, gray, blue, bright green, fuchsia, yellow.

CLOVER: Deep, winy red—goes beautifully with everything except orange tones.

THISTLE: Rust and Rose have met and mingled. Perfect with gray, green, rust, brown.

LAUREL: Ashes of roses, a subtle grayed pink. Lovely with Spring pastels, gray, beige.

ROBIN RED: True red, subdued in intensity. It really goes with everything. Try it with your gay prints.

Also Rose, Old Rose, Rust, Natural, Colorless and Burgundy.



Go to your BEAUTY SHOP

What a good dress designer can do for your figure, a professional manicurist can do for your fingers. Any shop displaying this sign will give you an Authorized Cutex Manicure.

Chiffon brocade

gives you
charm and sparkle
all summer



Featured by smart
stores everywhere

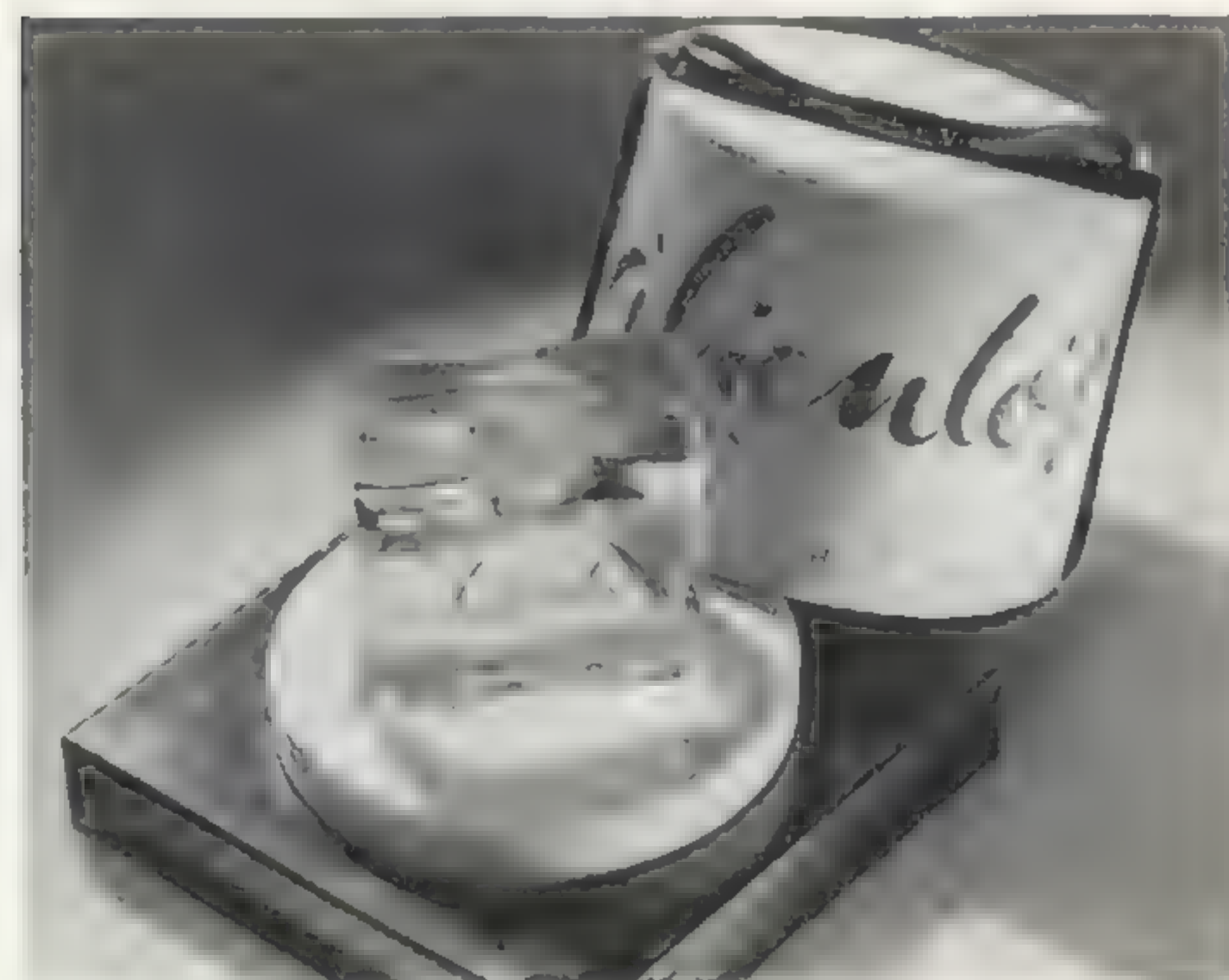
Write to receive
illustrated style
bulletins. Dept. B

Marinette

THE ARISTOCRAT OF KNITTED WEAR

MARINETTE • WISCONSIN

DISCOVERIES IN BEAUTY



Lenthéric's newest gesture to the perfume world—"À Bientôt." The scent—as fresh and liting as the name implies. The bottle—equally as gay. The verdict—add it to your "musts" in new fragrances

(Continued from page 108) This seems to be the time of year for unveiling brand-new ideas and preparations for tinting your face. Our second miracle-working discovery is something known as White Rouge. The fact that White Rouge is really a pale orchid tint shouldn't deter you from experimenting with it, because it is not until it is applied to your cheeks that you can realize its amazing qualities. (As a matter of fact, it acquired its name from the fact that it is snowy white when it is first blended, and changing by itself is just one of its colour stunts.)

White Rouge is in very fine powder form, and you put it on with your finger-tips, never a puff, using a very little, very lightly. Whereupon, it becomes the perfect natural glow of your own skin. Applied very lightly, as it must be, it is a delicate colour, but with a certain transparency. It varies entirely in tone on every skin to which it is applied, but it has the faculty of looking entirely natural on each one.

An additional point which we discovered in our experimentation was that, if you put an almost imperceptible touch of White Rouge under your eyes, when you are tired, it takes away the fatigued look. We emphasize using White Rouge so delicately because its colour in the box is deceptive. And, however small the amount you apply, the effect is very lasting and seems to have water-proof qualities, as well.

You will find this inspiration in facial tinting at Altman's in New York and at cosmetic counters of shops throughout the country.

Shocking Note: Schiaparelli has introduced a new smaller, and correspondingly less expensive, bottle of "Shocking." This is the scent that always inspires men to ask, "What is that perfume you're wearing?" The new size is in the same flower-bedecked, dressmaker's-dummy bottle.



Caron's new Le Demaquillant Crème is a super version of a double-purpose cream, cleansing with thoroughness and softening with efficiency. At Saks-Fifth Avenue in New York and other shops

Now Make Up—Only Once a Day

Yet...Stay Exquisitely Made Up All Day Long!



9 A.M.

You apply it before your own mirror
—and get a perfect and even color!



5 P.M.

You still have bewitching color and the allure it
gives. No constant making-up during the day.

A Discovery That's the Favorite of Lovely French Women —and That's Making Women Everywhere Adopt this Natural Colorful Make-Up

IN PARIS women have found a new way in make-up. A cheek rouge that stays on beautifully all day long so that you can go through the day with the assurance that you'll have a bewitching color at the end of it. And you don't have to fuss or primp with your make-up to keep yourself appealingly attractive all day long.

You apply it in the morning, under the familiar lights of your own dressing table, where you can see that it's on properly, evenly—and in just the right tone to bring out your best points.

What It Is

It's an exquisite cream rouge, called Angelus Rouge Incarnat, that comes in subtle natural colors to blend with every

complexion, eye-color and hair. Colors that bring new allure to blond, brunette or titian.

Being a cream rouge, the color blends naturally with your skin tone—and it won't blow off or brush off.

With this new way your make-up is so natural that only an expert with a magnifying glass could detect that you

used rouge to give color to your cheeks.

And Now Matching Powder

To give perfect blending, perfect harmony to make-up, Louis Philippe has created **POUDRE INCARNAT** in utterly new shades developed to exactly tone-in with his Angelus Rouge. Practically transparent, it gives the skin a satiny dull finish with no powdered look.

Ask for **POUDRE INCARNAT** by the number of your Angelus Rouge or Lipstick. The lovely box it comes in looks as though it was the creation of a Fifth Avenue jeweler. At all drug and department stores.



Angelus Rouge Incarnat in the little Red Box and Louis Philippe Angelus Lipstick

FRAMBOISE POPPY
LIGHT SUN CRANGE
PANDORA MEDIUM
CORONATION RED

Try the Newest, Smartest Shade
PROMENADE

that gives a subtly sophisticated tone to lips and cheeks. It speaks the language of exciting days and glamorous nights.



Fresh Quail on Toast
JUST FOR ELEGANT LUNCHEONS IN SEASON



FRESH QUAIL ARE A DELICACY
...roasted, garnished with parsley and served on hot buttered toast with plum or green grape jelly—1 quail to a portion. Fresh quail are in season only from October to February. But any day you can have a fresh cigarette—if you smoke Old Golds!

Old Gold CIGARETTES
THE TREASURE OF THEM ALL
Old Gold

Copyright, 1938, by P. Lorillard Co., Inc.

but *FRESH* "party" Cigarettes *ANY DAY!*

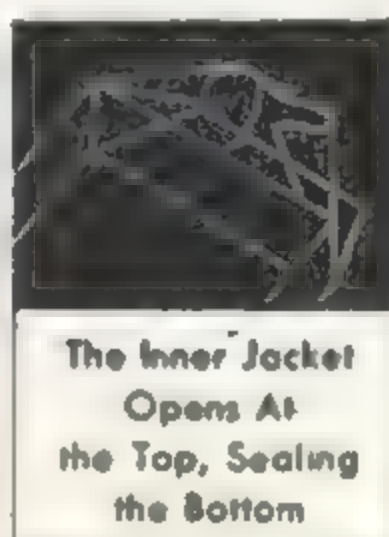
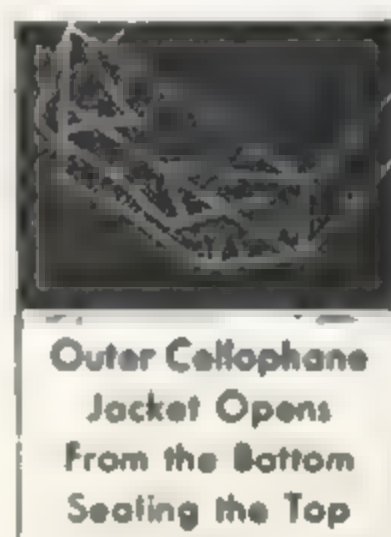
CARROTS may put curls in our hair and good plain food may be our standby for growing strong and straight, but most of us moderns crave a delicacy now and then. And so often this delicacy we want is out of season.

Why don't you have a really fresh cigarette? With a choice double-mellow flavor! There's a party delicacy you can have every single day, for your guests or yourself—if you always smoke Old Golds.

Old Golds are the only well-known cigarettes with those two Cellophane jackets.

ets—one sealed at the top, one at the bottom—which effectually seal in the freshness and flavor by sealing out all dust, dampness and drying heat.

Like blue-ribbon cooks, the makers of Old Golds use only the best ingredients—which mean prize crop tobaccos, ripened for two years to the peak of their flavor. The Old Gold people have been tobacco experts since before the Liberty Bell rang out. So mark yourself as a thoughtful hostess by filling your cigarette boxes always with fresh Old Golds.



Freshness Guaranteed BY 2 JACKETS—DOUBLE "CELLOPHANE"

TUNE IN on Old Gold's Hollywood Screenscoops, Tues. and Thurs. nights, Columbia Network, Coast-to-Coast

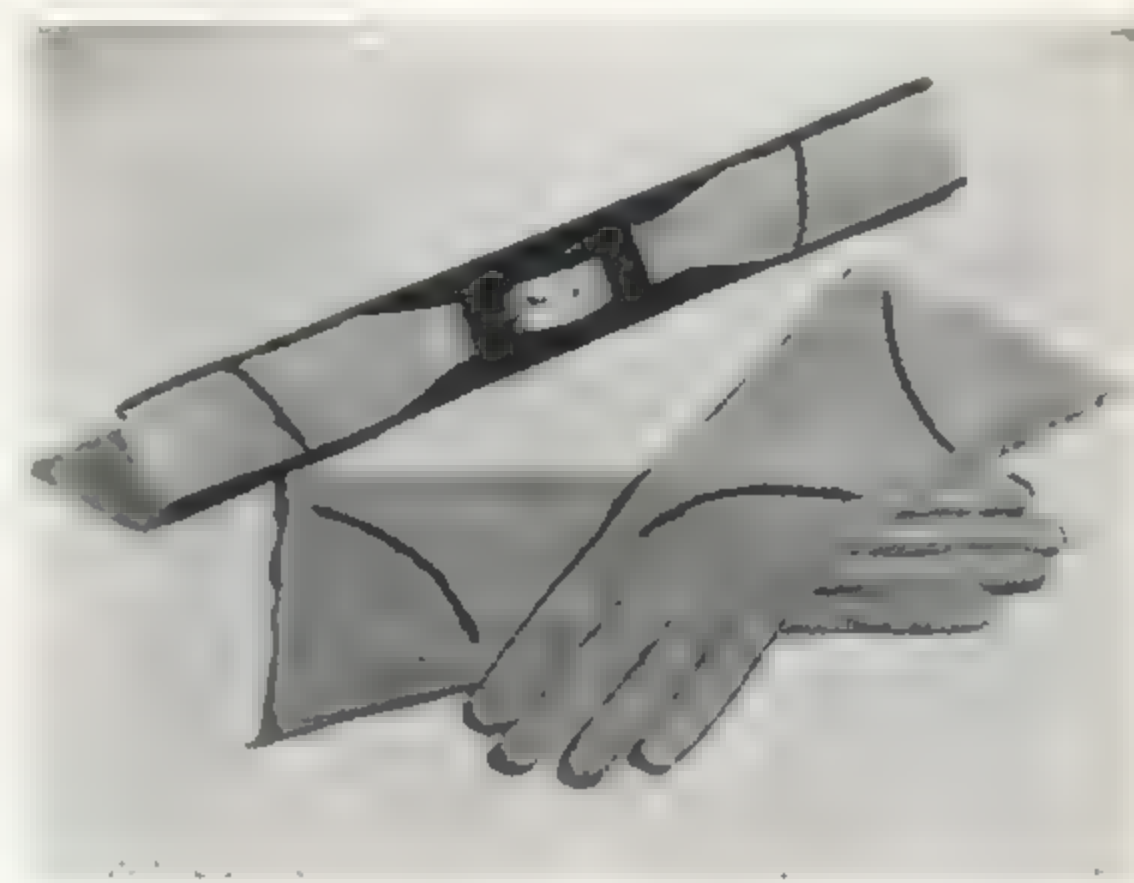
SHOP-HOUND PLAYS ROVER



(Continued from page 104)
You don't know about poise till you've met that chic terrier, Mary Hamilton. Always impeccably dressed, she wears a rain-coat here. Her mistress, Antoinette Behrs, designs dog coats to match the clothes of their owners. Take her a yard of material like your own—more for Great Danes—at 360 East Fifty-Fifth Street.

Practical and imaginative. That's Alice Marks all over. Her collapsible hat-box of grained calf is big enough to hold a cart-wheel, but, when you take the hat out, the box folds up modestly; about \$15.50. And count on Alice Marks for welcome bon-voyage ideas—like a drip coffee-pot and coffee, and trays, *plenty of matches*, and cards—sumptuously wrapped, at 6 East Fifty-Second Street. Don't miss a trip to the new candy bar here.

From The Tweed Shop, 528 Madison Avenue, cheerful gloves and belt of navy-blue and chamois-coloured suède. You can have them made up in any colour or combination of colours, though this one looks perfect to us; about \$6.50 for the belt; \$6.50 for the gloves. Then there's an over-everything tweed coat of diagonal plaid, in soft mustard and warm brown. It's almost full length, almost straight in cut, almost indispensable; about \$95. And have a beautiful tailored suit made to go with it.



BAKER

Arthur Gilmore would give you a very bon voyage with his glazed natural-tanned leather luggage, bound in dark rawhide and brass tacks. The stage-coach-yet-modern look of this finish comes from Gilmore's own process. And just lift one of his new airplane bags. This luggage is of cowhide, but it's lighter than linen; that's what fools you. Light-weight wood takes the place of metal in the frame, and the corners are reinforced with rawhide. About \$54 for a medium-sized case at 16 East Fifty-Second Street, in a British custom-made atmosphere.



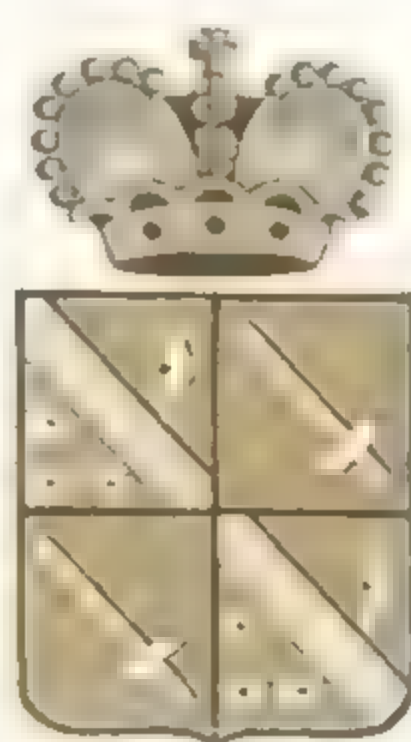
OPPÉE

No remarks about hiding your light under a bushel, please. This hat was the light of our life the minute we saw it. The straw is a hard one to describe—natural with pink and coffee lights in it. Well, anyway—*very* delicious looking. The tall crown is banded with wool in warm colours, knotted into loose tassels. Lunch in the country would go well under this; about \$17 to order at Jean King, 640 Madison Avenue.

When you're on vacation, maybe you're one of those people whose hair gets to looking like a thrush's nest. We do love thrushes, but right now an object called a Brushkomb claims our affection. The brush and comb fit together and work together to keep you sleek. Good for brushed-up hair that likes to fall down.... Carry it in your bag, in its case. About \$3.50 at Louis Parme, the hair-dresser, 7 East Fifty-Fifth Street. (Continued on page 117)



*Son Altesse
La Princesse de Chimay*



Symbol of a Proud House of France

Princess Alphonse de Chimay is the wife of a Prince of France who served as an officer in the Scots Guards during the World War. He is the son of the late Alphonse Frederic de Riquet, Count de Caraman, Prince de Chimay. She is the daughter of Lord Ernest Hamilton of the Dukes of Abercorn, and the great-great-granddaughter of "La Belle Pamela" who married Lord Edward Fitzgerald, Irish patriot.

*The House of Lenthéric has the honor of including
Her Highness among its distinguished patrons.*

Lenthéric
Parfumeur



Each is a Key

to a Complete Matching
Family Sterling Service!



From the
Elegantly Ornate
to Severe
Simplicity

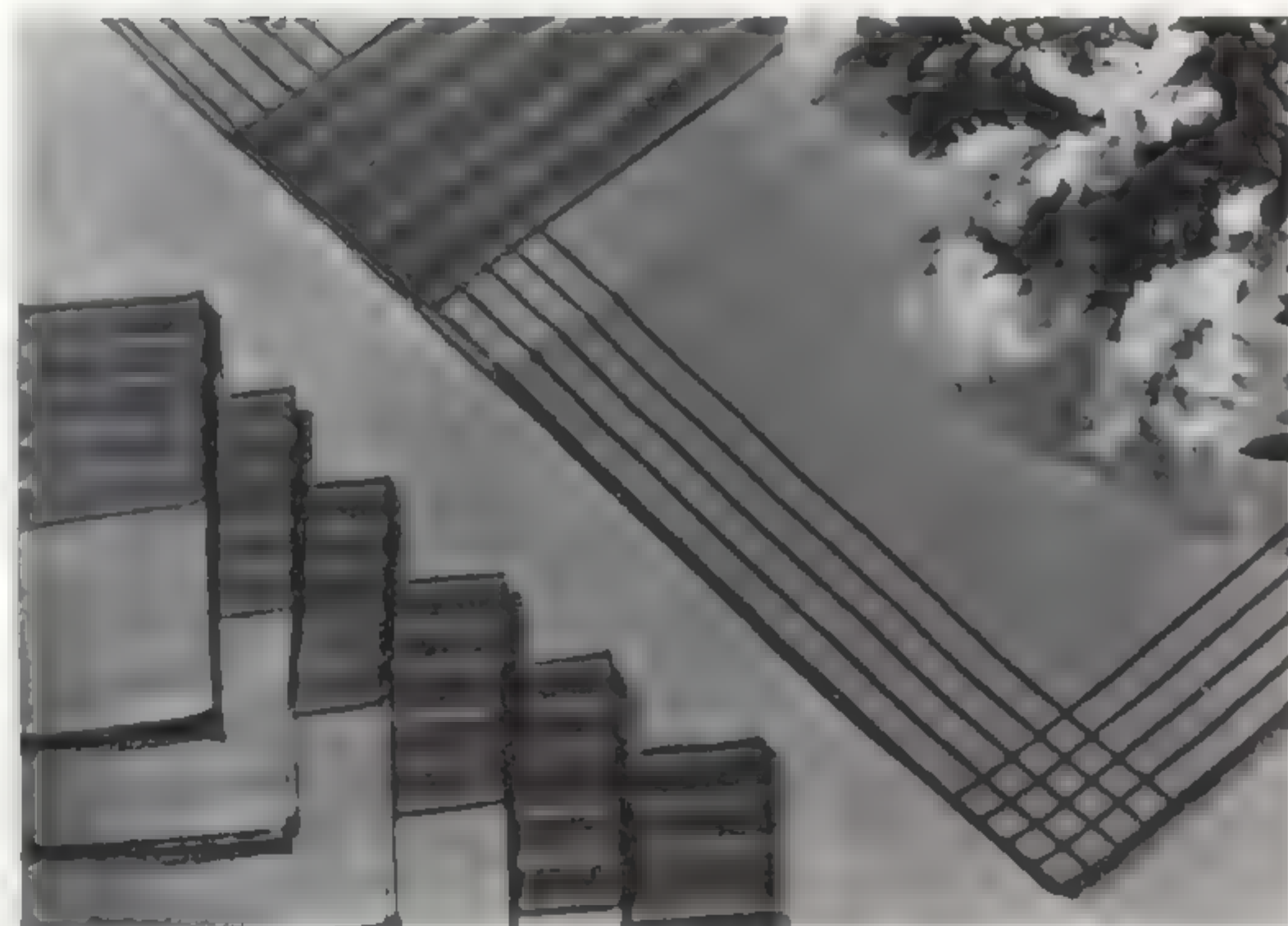


Each popular Watson pattern represents a key to your family sterling service . . . for each is matched in all the hollowware you'll want to add as time goes on—at a price you can afford to pay * * And in the matching salts and peppers, in the bowls and service plates and coffee and tea services, you'll find not only a faithful reproduction of each flatware motif . . . you'll find, too, the same beauty of finish and perfection of design that The Secret of Watson Park brings to your flatware * * *Don't build an "odd piece" sterling service . . . choose a Watson pattern and make your goal a matching family service of which you and your daughter and her daughter will have a right to be proud!* Your jeweler's showing them, and we'll be glad to send full-size reproductions of them all to try on your table, with your china. (Enclose 10¢ to cover mailing costs.) The Watson Company, 358 Watson Park, Attleboro, Massachusetts.. New York.. Chicago.. Los Angeles.

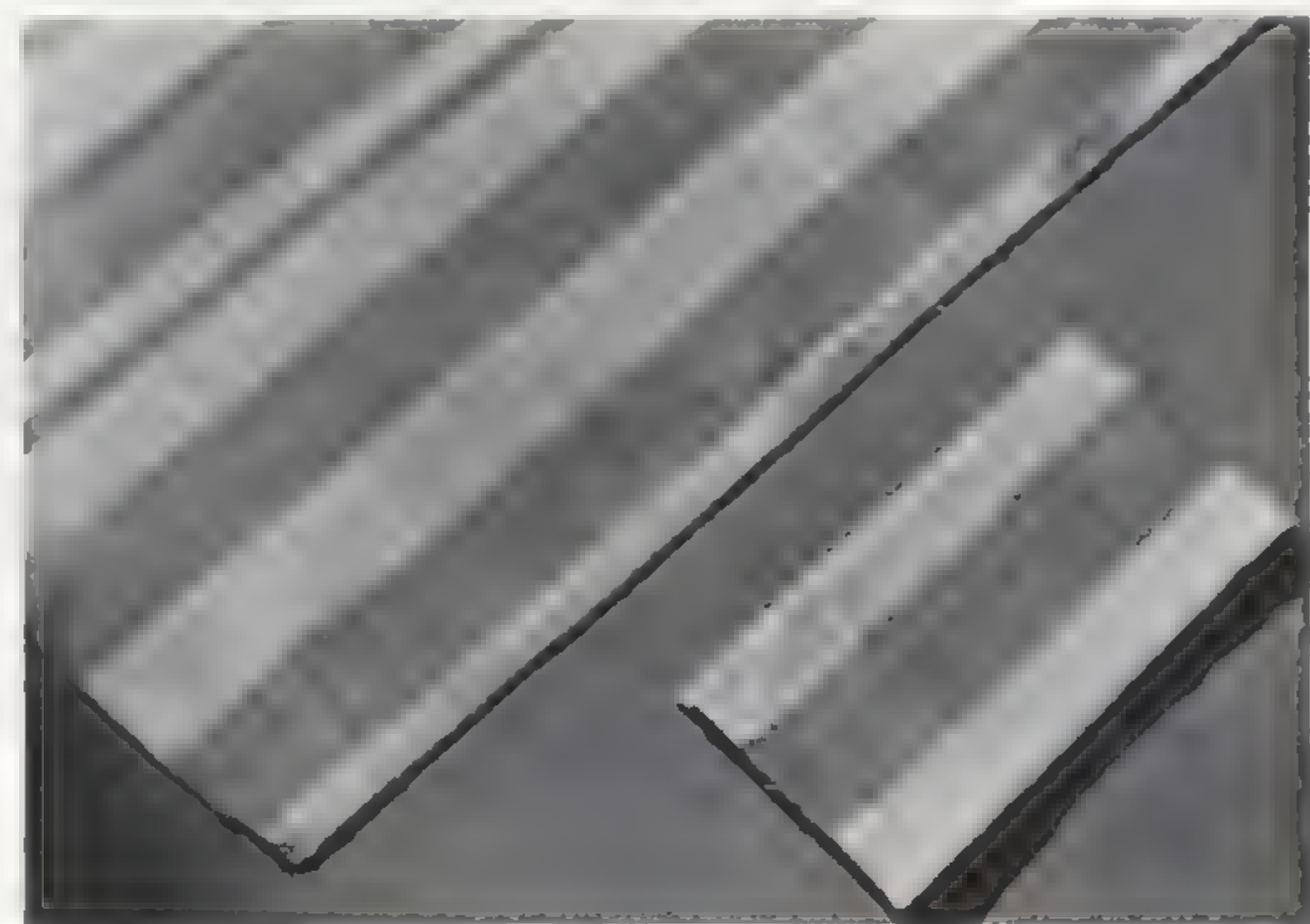
Watson   **Sterling**

STERLING SILVER EXCLUSIVELY
FOR OVER SIXTY YEARS

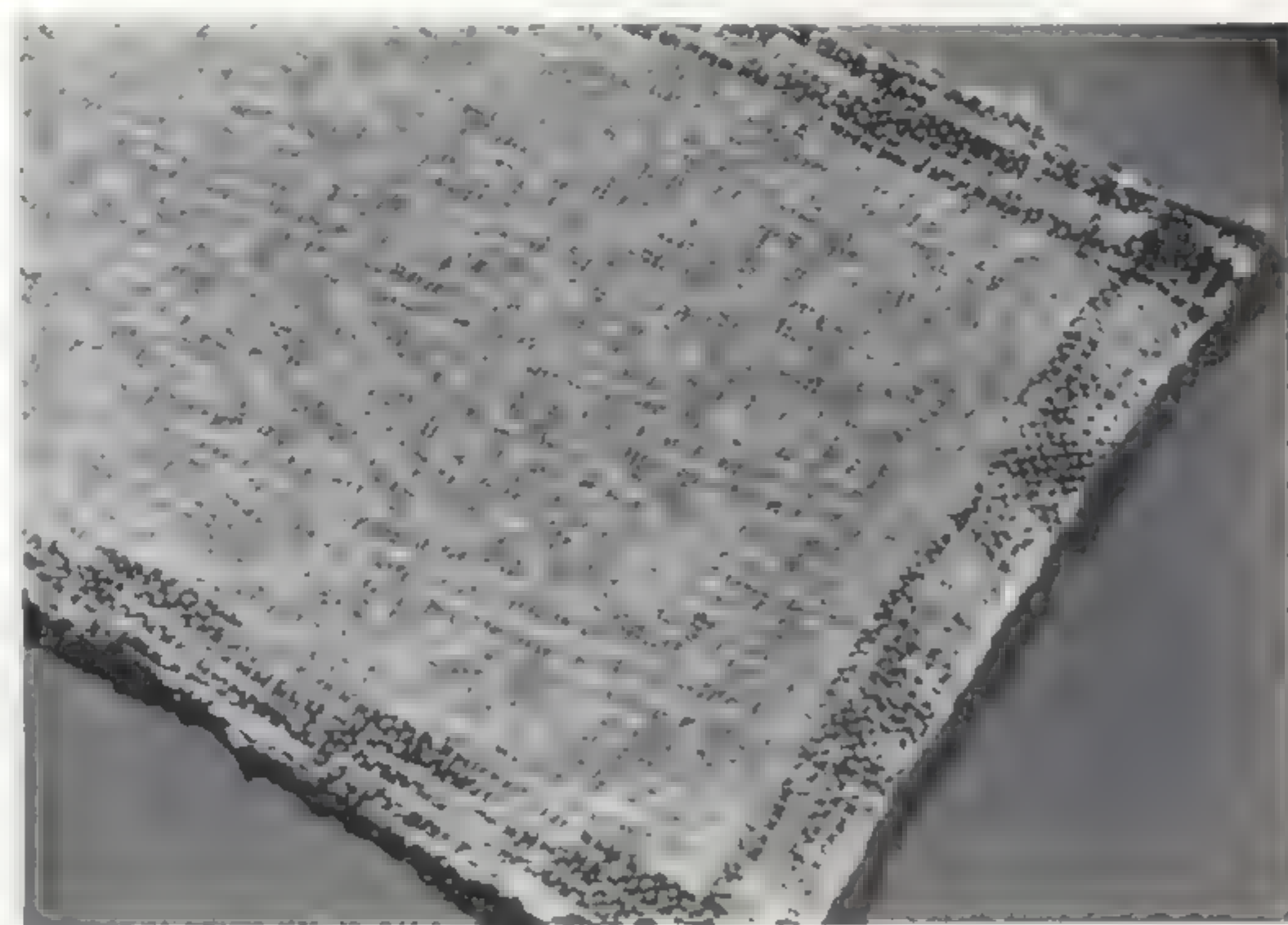
TABLES—EUROPEAN PLAN



From Czechoslovakia comes a gay new luncheon set that is ideal for the country—pine-green or sumac-red borders the natural-coloured background. McGibbon has the cloth and the napkins



Geranium-red and white in bold, broad stripes. There's a faint sheen, as of sunlight, over the cloth and its twelve napkins. Among the new Swedish luncheon-cloth importations at Altman



Over a country table top—under a bowl of peasant soup, Macy's rough woven peasant place-mats come into their own. The dark-coloured borders call for a décor of fruits and berries



Plant a mass of flowers from your own garden on a latticed cloth; Basque-blue or red on a fresh white French linen background. Léron imports this summer luncheon cloth and napkins



"— and the whole
Rocking Chair Brigade
said 'LOOK!'"

The Hat is a white pan-
ama, bound with gros-
grain ribbon.

The Dress is black and
white printed foulard.
The entire ensemble, in-
cluding the gold earrings,
is from Bendel.

The Car is a Chrysler
Royal four-door sedan
with trunk.



"OUR COOK GOSSIPS. She says
the neighbors wonder how we afford the things
we do. It seems our new Chrysler is causing
quite a stir among the rocking chair brigade on
the country club porch.

"You can see why. It's such a big, impres-
sive beauty . . . and it's a Chrysler. So they
think it's expensive.

"It never occurs to anybody, I suppose, that
we might be good managers . . . shrewd shoppers.
But I'm sure that's what we are!

"The Chrysler Royal is more than smart-look-
ing. It's big . . . roomy . . . comfortable . . . nimble
to handle . . . rides beautifully. You can see by
the quality of every detail . . . from upholstery to
paint . . . that it's built to last.

"On top of that, it uses less gasoline than smaller
cars we've owned. And the price is so little
higher than the commonplace cars that the differ-
ence is just cigarette money!

"So if the neighbors want to think we're spend-
thriffs they can. As far as I'm concerned, I want
the most for my money, whether it's a motor
car or a hat!"

★ ★ ★

Prices ready to drive in Detroit, including Federal taxes.

☆ CHRYSLER ROYAL . . . 95 horsepower, 119-inch wheelbase. Ten
body types. Prices start at \$918 for Coupe. Four-Door Sedan with trunk, \$1010.

☆ CHRYSLER IMPERIAL . . . 110 horsepower, 125-inch wheelbase. Six
body types. Prices start at \$1123 for Coupe. Four-Door Sedan with trunk, \$1198.

☆ CHRYSLER CUSTOM IMPERIAL . . . 130 horsepower, 144-inch
wheelbase. Five or Seven-Passenger Sedan, \$2295. Sedan-Limousine, \$2395.

Above prices do not include state or local taxes, if any. For delivered price in
your locality, see your Chrysler dealer.

★ Tune in on Major Bowes, Columbia Network, Every Thursday,
9 to 10 P. M., Eastern Daylight Saving Time.

Chrysler

ROYAL TOURING SEDAN . . \$1010 READY TO DRIVE
IN DETROIT

IMPERIAL TOURING SEDAN . \$1198 READY TO DRIVE
IN DETROIT

BETTER Engineered . . . BETTER Made!

Plays the Thing... on a Lido Crossing



S. S. REX... LIDO DECK

BREAKFAST over—time to play! And the whole passenger list joins in, choosing a dozen different ways to honor the sungods of the Southern Route.

Here's a group running off a deck tennis tournament — there's a pair fencing — dozens are splashing in the enormous Lido pool — others are quietly reading, or playing chess, or merely dozing in the sun. Depend upon it that everybody's

having a good time, in both First and Tourist Class! . . . just as they expected when they chose the Lido Route.

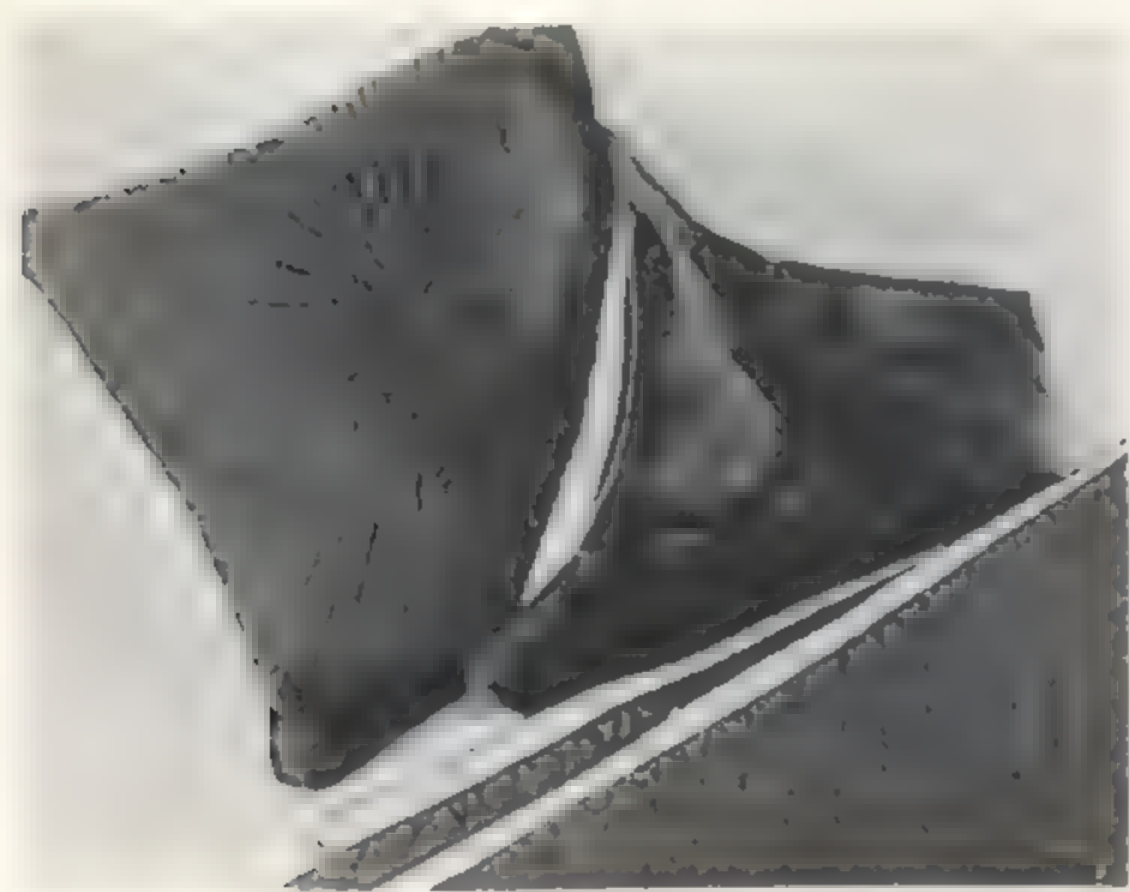
Play your way across this Summer! . . . on the play-ships of the Southern Route. Choose the Rex or the gyro-stabilized Conte di Savoia for a "superliner crossing" . . . or the Roma, Saturnia or Vulcania for a more leisurely voyage, in some cases touching as many as ten ports, with ample time ashore in each.

ITALIAN LINE



Consult your **TRAVEL AGENT** or apply to our nearest office: New York, Philadelphia, Boston, Cleveland, Chicago, Los Angeles, San Francisco, New Orleans, Montreal, Toronto.

SHOP-HOUND PLAYS ROVER



(Continued from p. 112)
You run along and play that shuffle-board game, dear. I'll stay at peace in my deck-chair with my quilted taffeta pillow and throw. No, it's no trouble to cart them around with me. They fit in the case

very nicely, and I hold it by the handles. See? If you must know, I got it from Princess Obolensky's Nancy Lincoln Guild at 417 Park Avenue. I got one for Janie, too. She loves luxury so much, and it seemed just right for a going-away present. No, I won't give you one. Get your own. It's under \$40. I thought you were going to play that game. I'm much too comfortable here.

If you have to sit at home while the others go off to play, why not do some shopping by air, for the glamour of it? Let the Pacific Clipper bring you black coral, carved by the Moro silversmiths, used with silver in jewellery and salt and pepper shakers, via Air Shopping, 480 Lexington Avenue, complete with a log of the trip.

At Blanat, 783 Madison Avenue, a basic black crêpe dress, and a black coat with a black-and-white checked blouse-top. Worn without the coat, the dress looks quite complete, because there's a sort of bolero top, stitched to the front of the dress. About \$50 for this, and there are always lots of other youthful dresses arriving at this wide-awake little shop, at really pleasing prices.



Instead of giving your all for a bunch of roses, send a barrage of tiny bouquets—one to be delivered each night—to a parting friend. This will keep her in a constant state of glamour and surprise, and isn't as expensive a gesture as you might think. Sleuthing will tell you what clothes she's taking; you can plan the flowers accordingly. Perhaps yellow primroses and yellow-brown pansies to wear with grey; white roses and hyacinths with black. Take your wants to a shop that is a member of the Florists' Telegraph Delivery Association, and they'll arrange everything for you through their magical and very convenient service.



Buy this with supper at the Yacht Club in mind, and then wear it nearly every night. It's Creed's navy-blue and white dinner-suit, of a spongy crêpe that springs to life when you take it out of a week-end bag. The Little Salon in Gloria Vanderbilt's shop sells this suit for about \$30. At 23 East Fifty-Sixth Street. The head-dress—crossed blue wings on the tiniest of white caps—is from the collection of Sally Victor.

What to do in a steamer-chair. There's needle-point. Shop-Hound, the lovable old cynic, can't leave hers alone since she's discovered the fun of it. Get materials and pointers at Altman's Needlework department. We like the idea of making a belt of needle-point in gay colours, from a Hiawatha bell-pull pattern. Or make your own design—perhaps pink and white stripes.

FINISHING TOUCHES

As important an accessory as the bridal bouquet—La Cross costume nail polishes add an accent to each spring ensemble!

Find just the shade this month, wise and delicate, to blend with your ceremonial satins, or with your smart tweeds and prints.

La Cross polishes are easy to change yourself between manicures as you change your dresses—the quality is so excellent and lasting, and they go on in a second, with professional ease, over Stazon, the new La Cross polish base.

Use La Cross Glycerated Polish Remover—it helps to keep nails and cuticles soft!

Ask your manicurist to apply a new La Cross spring shade. And take home several others. 50c at finer stores.

BLUSH

the delicately fashionable shade for weddings, graduations, occasions of demure glamour, and for your palest pastels.

CONCORD

an exquisite violet shade, ties in like a love-knot with spring tweeds and Bermuda woolens.

FOR THE PEDICURE

Feet are as important as hands in summer fashions. Let La Cross help you have lovely, well-groomed feet. All necessary implements and cosmetics will be found at the Toilet Goods Counter in all fine shops and stores. Ask the attendant for advice and instruction today!

TRY THESE: Splendid La Cross non-sticky Hand Lotion, Hand Cream, Nail Groom, Glycerated Cuticle Remover, Cuticle Oil—each 50c—and world-famed manicure implements. La Cross, Newark, N. J.



La Cross
CREME NAIL POLISH
BE SMART TO YOUR FINGER-TIPS



CLAIMING YOUR LUGGAGE

(Close-ups of some of the bags on page 90)



Opened here to show you the inside story is the Oshkosh wardrobe-case No. 7 on page 90. The closed bag is Mendel-Drucker's duck case, with "shock-absorber" edge. McCreery



Here are the interiors of the two Boyle cases Nos. 11 and 12, on page 90. One holds hats, lingerie, six pairs of shoes; the other, twenty-four dresses. Abercrombie and Fitch



Inside views of the two Hartmann bags, Nos. 1 and 2, on page 90. The shoe-case easily accommodates ten pairs. The suitcase is lined with russet Celanese. At Saks-Fifth Avenue

In the middle of things *the pause that refreshes*



Part of every game is the need for a pause... and desire for refreshment.



© THE COCA-COLA COMPANY, 1938



With frosty bottles of ice-cold Coca-Cola, "time out" becomes *the pause that refreshes*.

Sometimes you serve drink without food, but never food without drink. Ice-cold Coca-Cola, so good by itself, is a refreshing partner of good things to eat. And it's so easy to serve.



THE SIX-BOTTLE CARTON



Famous Play-Rights

For whirlwind summers! For days crowded with activity—when shoes must complement the smartest sportswear—yet keep your feet contented until the day is through, you'll choose British Walkers. Their unusual flexibility and built-in quality have made them playtime favorites.

British Walkers
begin at 10.75



BRITISH WALKERS
MADE IN U.S.A.

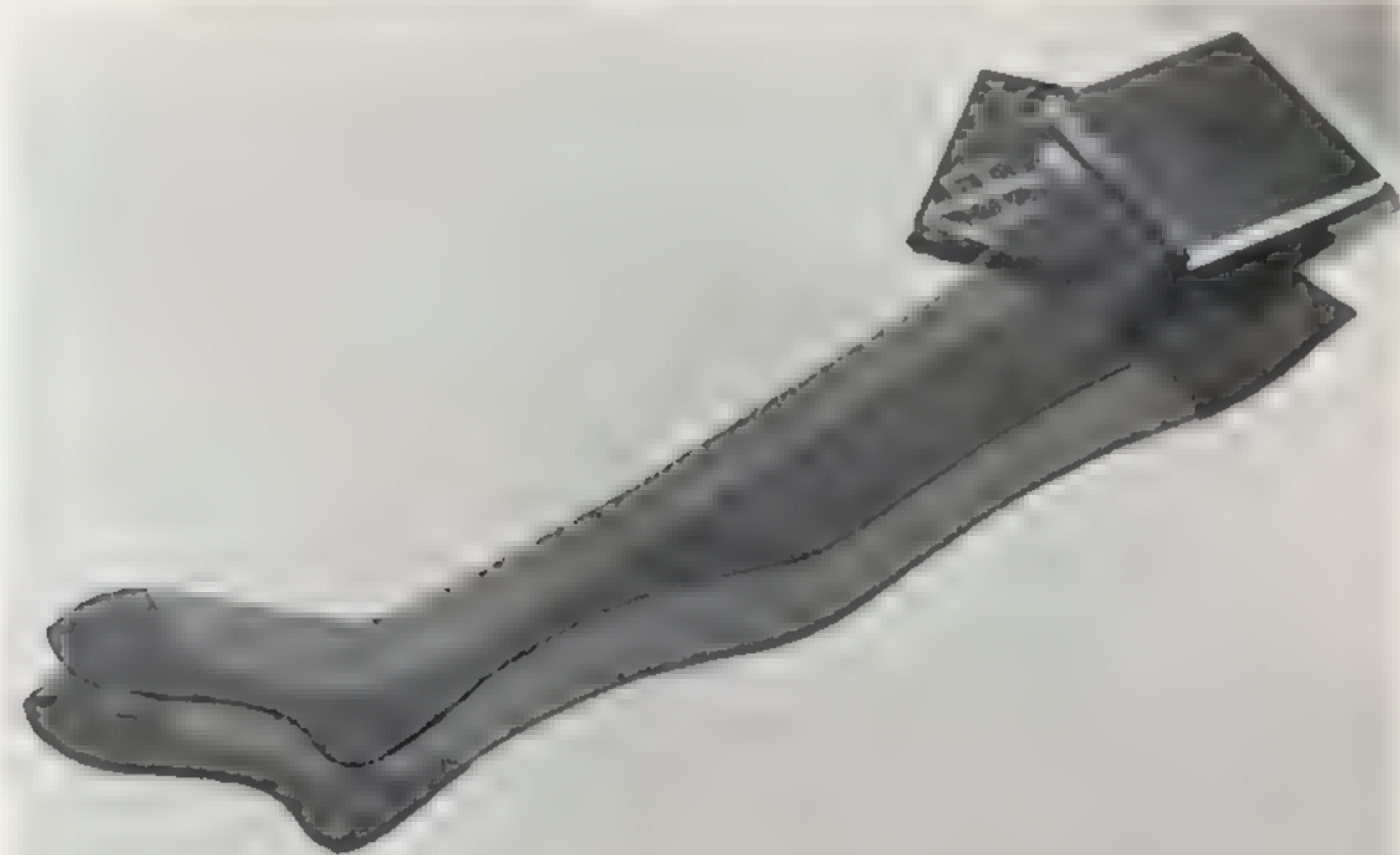
THESE STORES ARE SHOWING BRITISH WALKERS

New York, N. Y. Franklin Simon's	Minneapolis, Minn. Napier's
Chicago, Ill. Marshall Field & Co.	Washington, D. C. Artcraft Footwear
Philadelphia, Pa. Strawbridge & Clothier	New Orleans, La. Imperial Shoe Store
Detroit, Mich. The J. L. Hudson Co.	Indianapolis, Ind. L. Strauss & Co.
Los Angeles, Calif. Gude's	Seattle, Wash. Frederick & Nelson
Cleveland, Ohio The Hille Bros. Co.	Louisville, Ky. Stewart Dry Goods Co.
Newark, N. J. L. Bamberger & Co.	Denver, Colo. Neusteter's
Baltimore, Md. Hochschild, Kohn & Co.	Houston, Texas Krupp & Tufts, Inc.
St. Louis, Mo. Stix, Baer & Fuller	Toledo, Ohio The Lasalle & Koch Co.
Boston, Mass. Wm. Filene's Sons Co.	Dallas, Texas Volk Bros. Co.
Pittsburgh, Pa. Kaufmann's	Memphis, Tenn. John Gerber Co.
Cincinnati, Ohio Potter Shoe Co.	San Antonio, Texas The Guarantee Shoe Co.
San Francisco, Calif. Sommer & Kaufmann	Oklahoma City, Okla. Kerr's
Kansas City, Mo. Harzfeld's, Inc.	Richmond, Va. Berry-Burk & Co., Inc.
Buffalo, N. Y. Wm. Hengeler Co.	Des Moines, Iowa Field Shoe Co.
Milwaukee, Wis. Caspari & Vitmond Co.	Tulsa, Okla. Stern and Levy

And other leading stores in the principal cities



PREFERRED STOCK(INGS)



Notice the heel of the Lewis stockings above, shaped to "take in the slack" around your Achilles' tendon. Notice, too, their small gold box—fine for packing, fine for a gift

If you've ever complained of wrinkled heels in your stockings, if your husband has ever looked down his nose at crooked seams, something new should come into your life—something like the new and soon-to-be-famous Lewis stocking.

It's patterned on the sound idea that women usually walk when they're wearing stockings and that consequently the fit of a stocking should conform to the position of the foot in walking. In the ones shown here, the shape of the heel makes for an unusually good fit. The seams are revolutionary, too—minute, but strong, amounting merely to a "double shadow." And once you've decided on your favourite colour, you can have it in stockings of all weights. Careful matching of dyes makes possible the same shade in one- to four-thread stockings—a delight to those who like to wear the same stocking colour with everything.

One luxurious, but devastating Lewis idea is a stocking called "Nothing at All"—no heel, no toe, no foot-reinforcement—simply a shadow of silk. It's practically guaranteed not to last an evening, will cost you about \$2 a pair (less expensive than a flower), and adds immeasurably to your pampered feeling. You'll find it with the others at Altman.

Another inspiration pulled from the Lewis bag of tricks is the notion of packaging a pair and a spare together. The extra stocking will go in a lipstick-size container for which some of the Lewis hand-bags have a special pocket. What could be fairer than that?

N.B. Apparently, there's no extra charge for all this thoughtfulness. The three-thread stockings are priced at about \$1, and "Nothing at All" is the most expensive of the whole lot. And, also N.B., these Lewis stockings will come in four colours only—which ought to be enough for any woman to choose from.



- The deliciously impractical Lewis "Nothing at All" stockings, frail as a cobweb
- Right: Here are the minutely seamed day stockings, smooth as your skin



BAKER

Heirloom Plate

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At your service—LASTING LOVELINESS

Mrs. H. Barclay Dodd, head of Mrs. Dodd, Inc., is one of the country's really important decorators. Mrs. Dodd has chosen Chateau for this exquisitely beautiful buffet—one of the unusual table settings by 6 Famous Stylists in the booklet "Table Charm from Dawn to Dusk." Send 10¢ (mailage) for your copy to—Heirloom Plate, Oneida, N.Y.

Hundreds of candles will flare and grow dim. Hundreds of fragile flowers will bloom and be replaced. And still *Heirloom Plate will light your table with its lustre and pool your lovely laces in its sheen. *CHATEAU, one of the lovely trio of Heirloom Designs, is patterned in lilies of perpetual bloom . . . Services of Chateau and other Heirloom Designs start at \$32.50. They may be seen at Heirloom Dealers—and may be purchased on Spaced Payments, if you like.

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Ask your Heirloom Dealer how you can own additional Place Settings in your pattern at no extra cost.



White for Summer — light for Summer — right for Summer . . . American Girl Cushioned-Comfort Shoes step ahead as the most *apropos* footwear of the season . . . Their modish patterns in white and other seasonal colors thrill millions of well turned-out women . . . Ideal for hot-weather wear because cleverly air-cushioned between sole and insole . . . Only American Girl Shoes combine this special comfort feature with the light, white right smartness that your Summer wardrobe requires.

AT THESE STORES

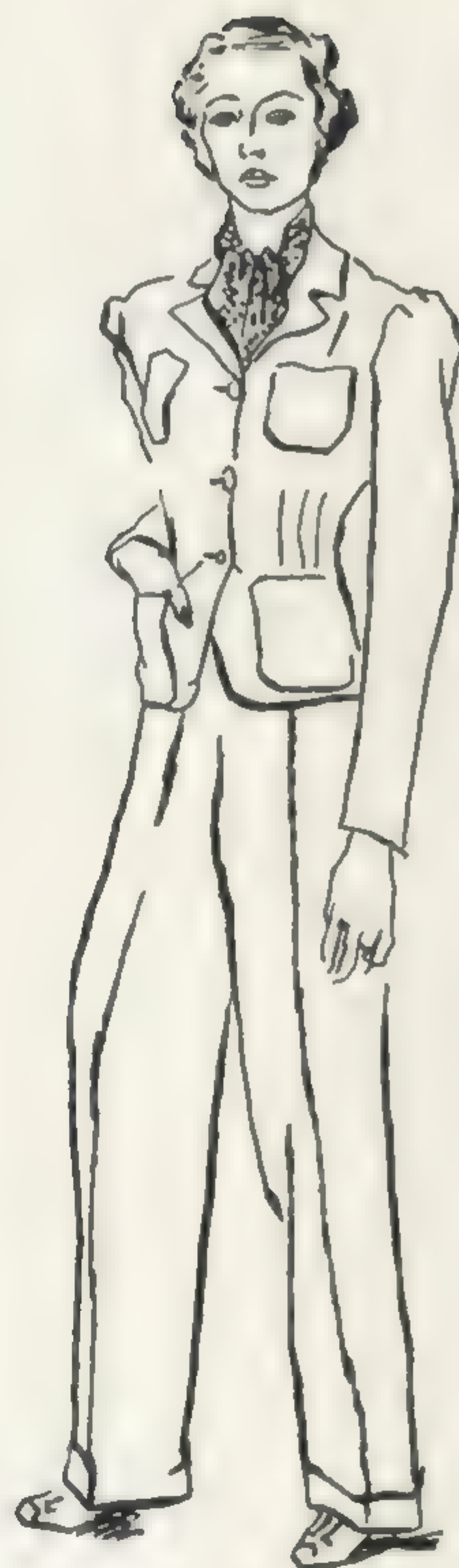
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WEST OF ROCKIES

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Left: To take on any holiday, a jacket and slacks of dusty-blue corduroy. Wear the jacket over dresses, too. Lord and Taylor

Below: A cardigan and skirt that will come out of your bag as uncrushed as it went in. Of grey cotton crash. Lord and Taylor



Above: For sightseeing in any tropical port of call—a cinnamon-and-white dress of Crown Tested Rayon. Lord and Taylor



Right: Dance in a blue-and-white dress of Ameritex cotton printed with the seal of the World's Fair; red corselet, piqué bolero. Altman

BEAUTY AND THE BATH

RELAX in the scented, foamy glory of a Marelle Bath Foam beauty bath. Your body responds, you emerge with new exhilaration. Bath Foam leaves your skin satin-smooth, daintily fragrant and free from all trace of hot weather odors. Softens hardest water; eliminates after-bath "tub-ring". In ten exquisite perfume scents. *At fine toilet goods counters.*

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4 oz. (20 baths) \$.95		8 oz. (40 baths) \$1.65	16 oz. (80 baths) \$2.50	

After the bath, add the matching fragrance of Marelle Parfum de Toilette to your body. Priced the same as Bath Foam.

MARELLE, Inc., 347 Fifth Ave., New York



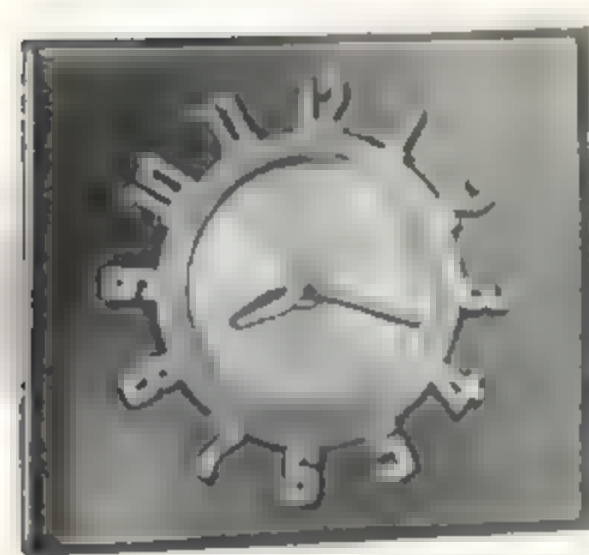
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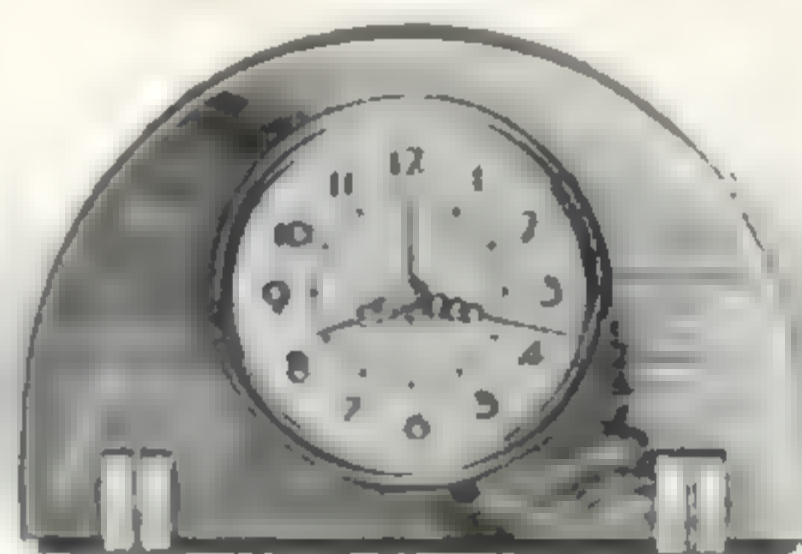
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CORONA 8 DAY \$6.95
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1E TABOR ELECTRIC \$7.95
1W TABOR 8 DAY \$7.95



1813 → 125TH ANNIVERSARY ← 1938

FISHING IN AMERICA

(Continued from page 82) Gaspé Peninsula, the thirty-pound salmon costs over a dollar a pound to catch, the price including unbounded satisfaction. Some people go up to Quebec for salmon-fishing in their own luxurious private steamers. But if you don't care about flourish, you can go in your own car and catch your salmon wherever there's open fishing—water open to the public during season. In Nova Scotia, it's all open fishing.

Land-locked salmon, which originally wandered into fresh-water lakes by mistake and liked it well enough to stay, live in quite a few Maine lakes and in Lake Saint John, near Quebec. Fishing for them is quite peaceful—you troll from a small boat, using lead on the line in midsummer, when the fish swim deeper.

EASTERN TROUT. America's native brook-trout, and the warier brown trout, imported from England in 1886, are good fish to begin on because they're comparatively small and easy to manage. The streams of the Catskills are well-stocked with them, and on one, the Willowemoc River, stands the Women Fly Fishers' Club, as far as we know the only angling club for women.

This club, formed seven years ago, has four miles of stream and a young and lively membership. Novices practise casting on the front lawn. Beginners use a wet fly, casting downstream and letting the fly sink. (They wear waders, and ageless felts whose brims are decorated with flies—though there are some, mostly men, who deplore this as unprofessional.) Experts use a dry fly, casting up-stream where they see a trout leap, hoping the next thing it leaps at will be *their* fly.

There are plenty of other clubs in the Catskills—one of them includes champagne and finger-waves in its flat rate, and sizzles your own brown trout in covered saucepans.

New England, particularly Maine, swarms with brook-trout—you can always find open fishing. You take canoe trips down rivers like the Allagash and the Saint John, if you're serious about it, shepherded by guides who seem to have pacts with the trout. And there's Hortense Quimby's Club at Averill, Vermont, where you go after brook-trout one day and lake-trout the next.

It's an afternoon's drive from Washington to the Rapidan River, in Virginia, where ex-President Hoover used to go in his stiff round collars and blue suits to be photographed for the Sunday supplements. Four miles of the river are government-owned, and you can't get in unless you know some one who Counts—but the rest of it is open fishing.

Canada's brook-trout are big and battling. You acquire a licensed Indian guide and a camping outfit—both temporarily—and go into the backwoods of Ontario for two or three weeks, splashing up and down the big streams and their little tributaries. Or you take a less strenuous little jaunt out of Quebec, to near-by camping sites where clubs have put up tents and log cabins at intervals. (You sleep under the sky, done up like a papoose in a fur sleeping-bag.) In the Laurentians, too, all the resorts have side excursions after trout.

WESTERN TROUT. Cutthroats (with orange streaks along their gills) and rainbow-trout (iridescent) flourish in high altitudes and chilled, rowdy water. The dude-ranch country, Montana and Wyoming, is full of them. You go on pack trips with a guide, a cowboy cook, and an extra cow-hand for extra horses, making for the Shoshone or Snake Rivers in the Grand Tetons, the North Platte River in the Medicine Bow Range, the Tongue River in the Big Horns, or the Madison River that flows north to Montana.

The cowboys set up camp, unfolding army cots and shaking out sleeping-bags, piecing together portable stoves, pitching tents. And you go off to fish, your feet in non-skid rubber boots or hobnails for the slippery rocks. (Take these off, and you, in your blue jeans, are ready for dinner.) In some places, you can even fish from the back of your cow-pony, though this is viewed down the nose by dead-earnest fishermen.

At dinner, the entrée is (Continued on page 138)



This year, greet Summer in a Lincoln-Zephyr

Now, under skies of water-color blue, outbound roads call the traveler. Change of season brings the desire for change of scene . . . for mountain and skyline, dreamed of but unvisited.

This year, owners of a new car, the Lincoln-Zephyr, will reach places which before were only names on a map. They will cover longer distances than they would have attempted last year. Traveling by 12 cylinders, they will go in new comfort, new ease, new confidence!

A "twelve," to many people, still denotes a car for the wealthy alone. In times past, that has been true. Today it is no longer true. *This "twelve" is medium in price.* It is still true, however, that a "twelve" is a smoother, gentler, and a more luxurious ride wherever roads take you—and more fun!

This "twelve," thoroughly modern, is not only ahead in number of cylinders. It is advanced in all ways. It is a new idea for a 12-cylinder engine to give 14 to 18 miles to the gallon. Yet this engine does, cheerfully. It is a new idea to provide so much size, safety and luxury at medium price. Yet this car provides them.

Modern in appearance and performance, the Lincoln-Zephyr is today's new transportation. It will give more pleasure than you thought a car could ever give. It will open roads you thought you might never see. It offers the kind of travel you thought might not come for years! Lincoln Motor Company, builders of the Lincoln and the Lincoln-Zephyr V-12.

Lincoln-Zephyr V-12

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PRESENTING THE NEW "LADY BUXTON" LINE IN LIPSTICK RED • BURGUNDY • CHOCOLATE BROWN • FOREST GREEN • NAVY



LEADING STYLISTS picked the colors to go with smart Spring ensembles. Buxton designed this new leatherware to give utmost convenience, as well as beauty. The result: The completely new—completely feminine—"Lady Buxton" Line.

Billfolds come in several designs. They are wafer thin, cleverly organized with special pockets for calling cards, driver's license, etc. They slip easily into your handbag . . . keep money crisp and clean. Some have special pockets for those elusive coins, too.

Colorful change purses, with or without a compartment for bills. Buxton Key-Tainers, in snap-flap or slide-fastener models, to carry house and car keys. Some models carry driver's license, too.

Only \$1 for the models in solid colors; \$1.50 to \$2.00 for the "two-tones," so you can afford several sets of these grand new accessories to "pep up" your Spring outfits. Write for a complimentary copy of "Leather for the Layman," a useful booklet. Buxton, Inc., 902 Main St., Springfield, Mass.


Lady Buxton

ANYBODY'S BLUE HAWAII

(Continued from page 95) yearner for Bigger and Better Rainbows—Hawaii has the world's monopoly.

Now, I'm going to have a slight go at the scenery before I get on to the more practical tourist information. The scenery doesn't let the climate down a bit, and there's scads of it. (The ladies of Hawaii wouldn't have bill-boards.) First of all, there are the volcanoes, complete with boiling, molten "innards," weird, wide, dead craters, and hideous coal-black lava-flows. The islands are, in fact, from stem to stern and right down to the bottom of the ocean's floor, volcanic. But all but one or two are dodo birds—unlike the dodo bird, however, they are renowned as much for their beauty as their extinction.

You needn't worry about a volcano going off in the middle of your Hawaiian vacation.*1 The only lively ones of the lot are on the big island of Hawaii, two hundred miles from Waikiki Beach. One of them, Mauna Loa, emptied last year, to be sure, but it didn't kill a chicken. And the show it put on was so incredibly magnificent that, for the first time in many of their lives, the residents of the islands stayed up after midnight to watch it.

If you happened to be in Hawaii, and if a volcano went off, providing you weren't sitting right on top of the crater, (which practically nobody does but Professor Jagger, Hawaii's famed volcanologist, lured by the government for that nerve-racking purpose), you probably wouldn't even know about it until you read of it in the papers the next morning. Then you'd curse yourself for having missed the curtain rising on one of the most prodigiously beautiful sights in Nature, and at great personal expense, hire a yacht or a private plane to get to the volcano island, and stand almost all day on the side-lines to applaud it.

THE GLORY OF HAWAII

It is in the woods and pastures, and by the roads and streets, and in the gardens near the sea-level that you find the glory of Hawaii: the flowers—the great hedges of multicoloured hibiscus, patches of purple Chinese lilies, enormous moon-coloured trumpet-vines, barbaric orange and bare bud of paradise flowers, and savage, waxy, giant stalks of red ginger flower, and white and yellow ginger flower, the fragrance of which, like that of virtue, survives death and destruction. And—the shower trees. Trees twenty, thirty feet tall—solid blossom-bursts of pale or passionate colour—gold, scarlet, mauve, shell-pink, or coral.

People in Hawaii love flowers. They grow them, and they wear them. Children and women wear them, and big strong men wear them, strung like beads in necklaces, called leis, around their necks. They wear them to dances, of course; they also wear them to school and to business. They wear them riding horseback and in swimming. I got so fond of my *peccaci* (jasmine leis) that not infrequently I wore mine in the bathtub.

The Hawaiian Islands, being completely surrounded by water,*2 have lots of beaches. They are broad, golden, palm-strewn. (I hate any travel article with a palm. A palm is one travel article I can do without, particularly when it crops up in the desert somewhere. Can't thirsty travellers ever come upon a watermelon oasis for a change?)

Waikiki Beach is a narrow, crescent-shaped strip of sand entirely surrounded by gigantic, modern pink and white hotels,*3 Hawaiian antique and souvenir*4 shops, hula-record huts, beer stands, lei stands, hot-dog stands—and palms.

To enjoy Waikiki Beach, to understand its world-wide lure, you have got to lift your eyes and your spirit from the beach, and look to sea. For there, out (Continued on page 128)

*1. The Hualalai crater, dormant for one hundred years, is now spouting dense smoke. Don't miss it, *Vogue* readers. C. L.

*2. The Pacific. C. L.

*3. The Royal Hawaiian is pink; the Moana, white. C. L.

*4. Wooden bowls, tapa-cloth, hula skirts, woven mats, shell leis, South Sea native carvings. Nothing else much. C. L.

DOBBS *Summerlites*



WELLINGTON, \$10

REGENCY, \$7.50

Featuring the three smartest textures of the summer... panama, leghorn and fine fur felt. In a flattering cyclone brim and beguiling poke bonnet. Dobbs accurate headsizes.

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New York's Leading Hatters

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ANYBODY'S BLUE HAWAII

(Continued from page 127) where the long waves break, plumed tier on tier on Waikiki's coral shoals, in the famous Kalahuehe Surf, sport sea of ancient Hawaiian kings and princesses, the surf-board riders are coming in.

Like golden-brown sons and daughters of Neptune, tip-toe on the back of fleet invisible dolphins, they sail, in serried ranks through the crests of the high green combers, until the combers die out in flat foam about their knees and they disappear beneath the boiling surface. There is no sport discovered by man more graceful, more eerie, more exquisitely and naturally fleet than this swift walking-on-the-waters called surf-boarding.

It's fun to watch it, and to do it, too. I'd rather ride a swift, slick surf-board alone, sliding along the face of a great rolling comber smack up to the beach than to stand on my hind legs alone on the stage of the Metropolitan and yodel the Walküre. And I would consider my life well spent, if at the end of it I could have written an authoritative volume on *My Life and Times on a Surf-Board!*

Here are surf-board facts: A surf-board is a hollow piece of wood twelve feet long, two feet wide, weighing from ninety to one hundred pounds. (This last fact becomes peculiarly significant when you fall off and the wretched things wham you in the teeth.) You lie on it flat on your stomach (bellywhopping is the inelegant word) and, dragging your toes off the rear end for a rudder, paddle, arm over aching arm, a quarter of a mile out beyond the waves' break. Beyond "the break" you lie (and forty other surfers lie) on their boards, waiting for an incoming wave. Now, mountainous, smooth, green, behind you it piles forward. Board pointed shoreward, furiously you paddle ahead of it.

ON THE CREST OF THE WAVE

There is a moment of sudden momentum as the wave catches your board.*¹ You rise to your feet. And then—a swift, deliciously exhilarating ride on its crest, board passing board, collisions miraculously averted, until the wave dies out, and you fall to your tummy again in the small surf near the shore. That is, maybe *you* do. I don't. I nearly always fall off. Practically everybody does who hasn't got Hawaiian blood in him. The next best thing to having Hawaiian blood in you is to share your board with some one who has.

When two people ride a board, it's called "Tandem," and when one of them is Hawaiian, neither of them is apt to fall off. These acrobatic surf-board companions are known through the civilized world as "Hawaiian Beach Boys."*² A gay, lithe, handsome, happy-go-lucky, but well-mannered crew, captained by a white man, Captain Louis "Sally" Hale, you or your child, or your tired business man husband, or your maiden aunt are safe with one of them on a surf-board. Even if you're no fish in the water. They swim for you, paddle for you, and, if that is not enough, right in the thick of breaking foam, they will sing Hawaiian songs to you.

If surf-boarding strikes you as too strenuous—if, in the words of "Sam Colgate," most quotable Hawaiian beach boy of all, "the surf gives you a scientist in your nose"—they will take you out on almost as thrilling, far safer outrigger canoe rides. Or teach you the hula on the beach. (You'll have to learn the hula in Hawaii in self-defence.) Or twang ukuleles*³ for you until you scream "*pau*,"*⁴ or, in the words of Sam again, "anoint your body with oil" while you get a sun-tan. And, finally, when you leave, they will take all the

*¹. If it doesn't, if you don't "catch it," there you are sitting like a silly fool in a hollow swell, as the wave passes on. C. L.

*². Native habitat, the Outrigger Club, Waikiki Beach, Honolulu. Number, twenty-five to forty throughout the season; average age, twenty-five; physiques, superb. Cost per diem, about \$1.50—and worth it. C. L.

*³. Did you know ukulele means "jumping flea"? C. L.

*⁴. "Pau" is Hawaiian for "enough" or "finished." C. L.



In town or country, these smart little frocks will retain their crisp charm all through the hot weather. They can be laundered again and again—for they're fast color and guaranteed not to shrink. Small white flowers printed on wine, navy, brown, or copen with Shirred shoulders. Large white pattern on blue, red, brown, or navy, with ric-rac trim. Sizes 14 to 20.

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ANYBODY'S BLUE HAWAII

money that you gave them for tips, exasperating fellows, and buy you Hawaiian souvenirs and great strings of leis with it.

In the final analysis, surf-boarding is the swell secret of Waikiki. It is not the least of the reasons why Doris Duke Cromwell is spending a half-million dollars for a house there; why Jock Whitney and Alfred Vanderbilt (Mrs. Vanderbilt *can* ride alone, I've seen her do it. I'm jealous of her) are building there, and why I'd like to sell my General Electric at the Market and go back there if I could.

You won't find any casino life, any gambling, any smart, slick, international set, any theatres, concerts, musical halls, cabarets, floor-shows—in short, practically no post-midnight whoopee. If you go for that, or even think you'd like a little of that as a relief from all the scenery and outdoor sports, you're in for a big Disappointment. Hawaii is not the place for you.

Nor, if you are the sort of person who likes to go "poking about the native quarter," who "loves to study the aborigines," will you enjoy the Islands. In the "picturesque" sense, there is no real native life, except on postal cards that you buy in the big, flourishing Eastman Kodak stores. Hawaiians, both natives and white, live in modern American houses, and, except in one or two carefully roped-off twenty-five cent admission fee "South Sea grass villages," they are familiar with plumbing fixtures, electric lights, lipsticks, Kleenex, and Shirley Temple, even as you and I.

In this Pacific melting-pot of races, they are thoroughly melted and poured into the mould of behaviour, needs, and appetites common to the average citizen of Des Moines. The Islands are tropical only geographically. Emotionally (always excluding those irrepressible beach boys, who are not *entirely* a tourist act, but willing victims of a languorous, charming Polynesian atavism), the Islanders are as American as our own Boy Scouts. And that brings me to my last few words: What are the people you are likely to meet out there like?

HAWAIIAN HOSPITALITY

They are well dressed. Well read. And they are likely to have better figures and complexions than your old man and you. And they are very nice. Very nice indeed. Hawaiian hospitality is not exaggerated. It couldn't be.

The people of Honolulu will treat you handsomely at breakfast, luncheon, dinner, and tea, throw in cocktail parties and picnics, and an extraordinary feast called *luaus**¹ for you besides. They will also put you up at their clubs, play good fast tennis with you, invite you for week-ends to their ranches, where they herd and brand their own cattle in a way to strike envy into the heart of the toughest Angovia cattleman, ask you to their beach houses, where they'll swim circles around you, arrange shoots or fishing trips for you, ferry you about in their yachts, show you through their pineapple plantations, sugar plantations, canneries, cattle-houses, department stores, where they work with a gay efficiency that shames even the hard-working New York business man.

You may grow a little tired of luau food, or leis, of the overworked hula dancers, who practically rise up out of the soup at every dinner to which you go, of the monotonous whine of stringed guitars, playing and replaying the current favourites*² "My Blue Hawaii," "Oloha Oe," "Cockeyed Mayor of Molokai," "Little Grass Shack," and instead of your host's and hostess' gentle, always courteous small talk, you might wish some one would just *once* break into "21" billingsgate.... But—and here's another secret about Hawaii, *how* you'll miss it, miss it *all*, when three thousand miles of the calm Pacific is between it and you!

Hawaii, some one once said, is a state of mind.

*¹. Roast pig, bananas, pineapple, octopus, and so on. Eaten *entirely* with the fingers. Oh, you say—you won't? But you do! C. L.

*². i.e. About six years old now. C. L.



*Women
on the go*

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THAT LIVES UP TO ITS PROMISES!**

When you buy Kotex* you can be sure that:

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Wasp-waisted dresses . . . corseted silhouettes . . . a thermometer that climbs and climbs! Combine chic with comfort and achieve complete loveliness . . . wear "COOLAIRE"! Flexees' miracle of Twin Control* and Lace Lastique* leaves you cool and free as though corsetless. Let your favorite store fit you, now. Combinations, \$5 to \$15. Girdles, \$3.50 to \$10. FLEXEES, New York—Toronto, Canada.

*Both exclusively Flexees' own.



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TWIN AND SUPER CONTROL

THE WORLD'S
LOVELIEST
FOUNDATIONS

WE WENT TO A RANCH

By Pamela Reid

TOMMY is six, Felicia is nine, the twins—John, junior, and Edward—are thirteen, and my husband's daughter, Penelope, by his first marriage is eighteen. Fräulein has been with us since the twins were born, and for the past six years we've had Miss Watkins, a trained nurse. During the school term, we live in New York in a nineteenth-century stone house on East Sixty-Third Street, and every summer the question, "Where shall we all go?" arises and perplexes the entire adult household. We've taken places in Newport and Easthampton, gone to Fishers Island, twice gone abroad, and even tried a farm in Connecticut. Somehow, however, none of these attempts ever thoroughly satisfied or agreed with a family of such different ages and diversified tastes.

Last April we were in the throes of finding a suitable summer place for the children, where we could join them in August. Evenings found us enveloped in the usual stereotyped folders of camps, tours, real estate, parks, trips of all kinds. Amid all this debris, we came across a dude-ranch catalogue. This seemed to offer a new possibility, and the following day John inquired about ranch vacations at his office and telephoned several Western railroad men.

At first I crawled into my shell and refused telephone calls, left letters and catalogues unopened, gave implicit instructions to the butler to insult gently but firmly any one arriving on our threshold in high-heeled boots and a ten-gallon hat. Several days later, Helena, one of my bridesmaids, telephoned, and to this friend from the Middle West I owe the most valuable move in my life. She had taken her four boys to a cattle ranch in Wyoming the summer before, and the children, as well as Helena, simply loved it, and couldn't wait to return. With her glowing reports of the West, I launched forward.

OFF FOR THE WEST

My husband and I left May first for London, and, early in June, Fräulein and Miss Watkins ventured forth into the wild and woolly with the five papooses. The seven of them were met at the station by one of the ranch family and a cowboy driver—which nearly sent the twins into a state; and the questions on the way to the ranch were so profuse that both Fräulein and Miss Watkins wished it were a ten-minute drive instead of an hour's. The little cottage assigned to them was right along the wooded banks of a mountain stream. It had a living-room with an open fireplace, four double bedrooms, two bathrooms, and a sleeping-porch.

In August when I arrived, Penny and I shared a room, and, when John came on later, we sent Penny into what was called the girls' dormitory: about eight girls in a cottage with a housekeeper. Our cottage was built around a huge, old cottonwood tree, and had a little second story up in the tree tops.

John said the only serious expense of the venture was the Trading Post. From the first week's bill, John figured that the initial move of the children was a visit to the ranch store. We could get everything we wanted, and I blew myself to more Indian jewellery than Sadie Thompson could possibly wear. I simply adored those ornaments, and lots of people bring them back East.

The children rode twice a day—the first thing in the morning and then again in the late afternoon. Tommy and Felicia rode with the children their own age (of whom there were a great many), under the supervision of Joker, their own special cowboy, an old-timer and a perfect darling. He taught them how to ride, took them on noonday picnics, told them stories, and had them out in the air constantly. I have never seen such devotion, and have a feeling John was a bit jealous. On Joker's birthday, the store-keeper told Miss Watkins that there was the most unusual run on tobacco. We hardly saw the twins at all. They fished, rode, swam, shot their new .22's at the target range, camped with some of the older boys at the mountain fishing camp for several days, and fell into their beds at night with the most unusual absence of hesitancy.

WE WENT TO A RANCH

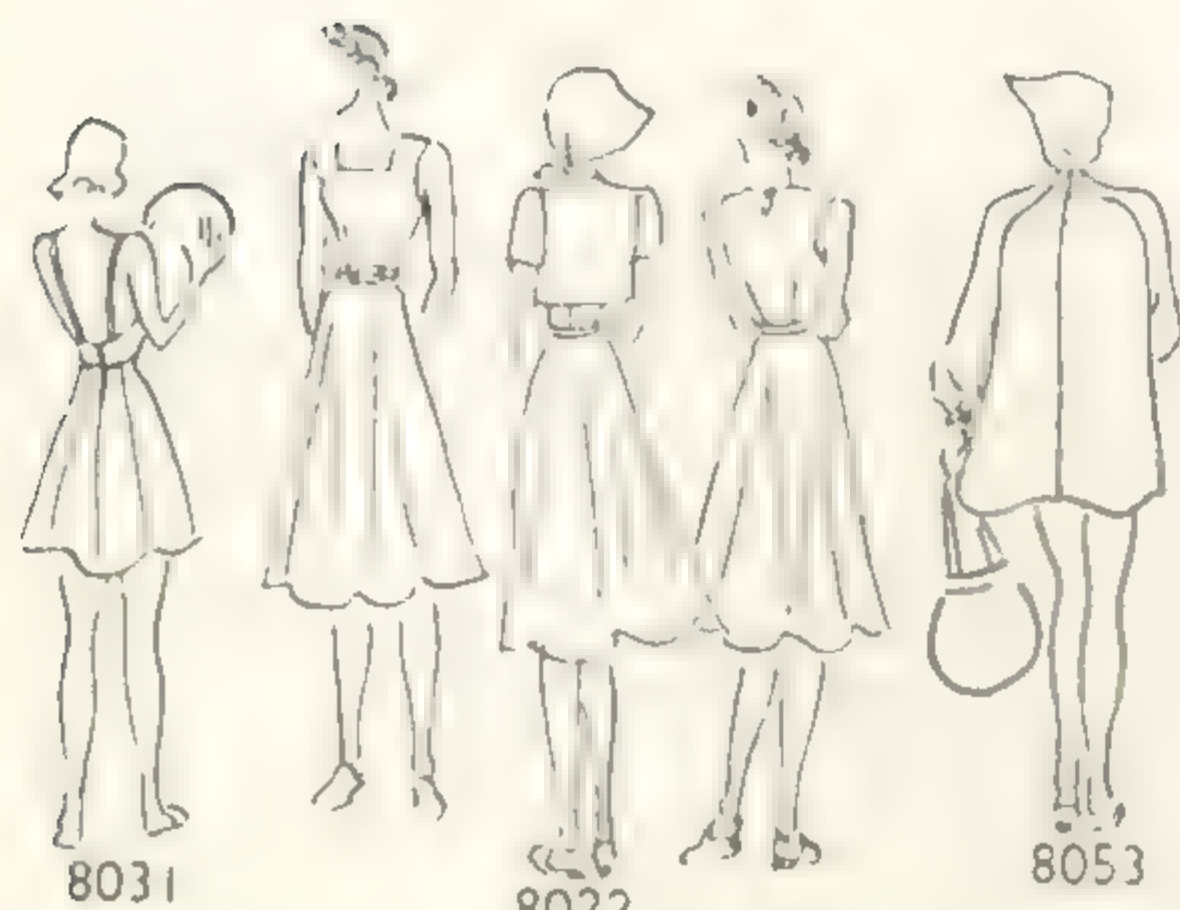
When the meals were over, each boy took charge and created interest in his own particular responsibility: the tennis-court, the swimming-pool, the target and skeet ranges, baseball (played by every one including me), and the general entertainment (treasure hunts, picnics, tournaments, and the Saturday-night dances).

Every Tuesday evening, the entire ranch rode up the creek for the weekly steak grill. Even Tommy went, and was beside himself with glee at staying up an hour later. I have never tasted such food: sizzling steak, fresh corn and peas from the ranch garden, hot rolls, baked beans, coffee, and watermelon. I wish you could have seen Felicia, minus all front teeth, eating a quarter melon!

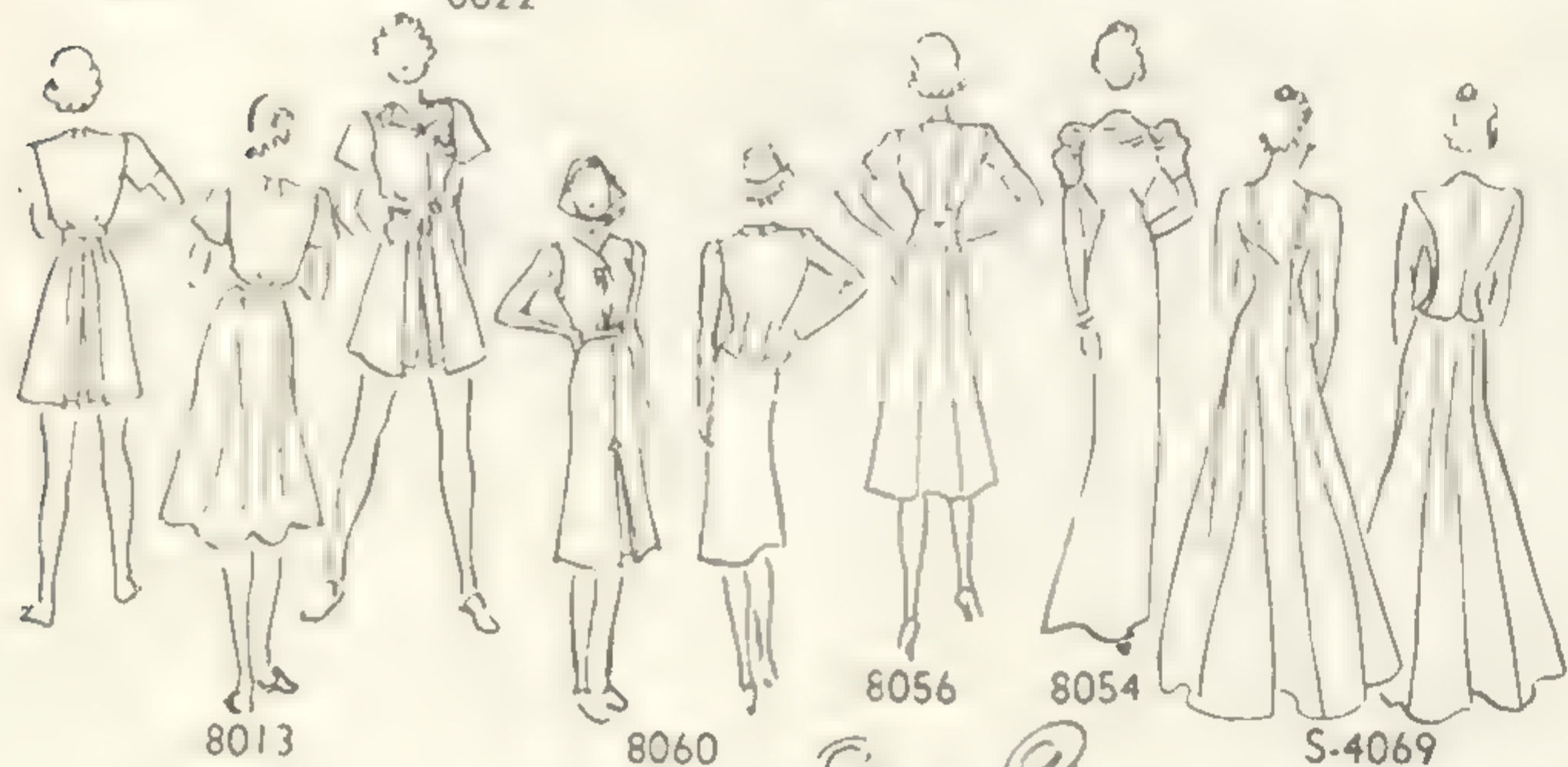
It's been the first place we've ever been where all of us simply thrived, where all of us could do the same things together and have such fun doing them and where John and I had all the time in the world to play with the children.

We just returned from the ranch, and the children, except Penny, are back in school. They are radiant with the summer's tan, frisky with all the health they acquired, and simply teetering to their classes laden with chaps, ropes, and scarfs, which we can not tear off. Tommy sleeps with his! I don't see how we can keep from going back, and John keeps talking of going out again this month with Jim and Al—to do some hunting. Despite the fact that it's not very tactful to join a hunting-party, he'll find me in his duffel.

DESIGNS FOR DRESSMAKING



Vogue's Designs for Dress-making make your vacation wardrobe capable of meeting any summer situation. Larger views of these clothes are on pages 102 and 103. They are designed for sizes: 8031, in 12 to 20, 30 to 40; 8022, in 12 to 20, 30 to 38; 8053, in small, medium, large



8013, in 12 to 20, 30 to 38;
8060, in 12 to 20, 30 to 38;
8056, in 12 to 20, 30 to 40;
8054, in 12 to 20, 30 to 40;
S-4069, in 12 to 20, 30 to 42;
S-4067, in 12 to 20, 30 to 38;
8052, in 12 to 20, 30 to 46;
S-4068, in 12 to 20, 30 to 38;
8045, in 12 to 20, 30 to 46;
8058, in 14 to 20, 32 to 44



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SeaMolds

by FLEXEES

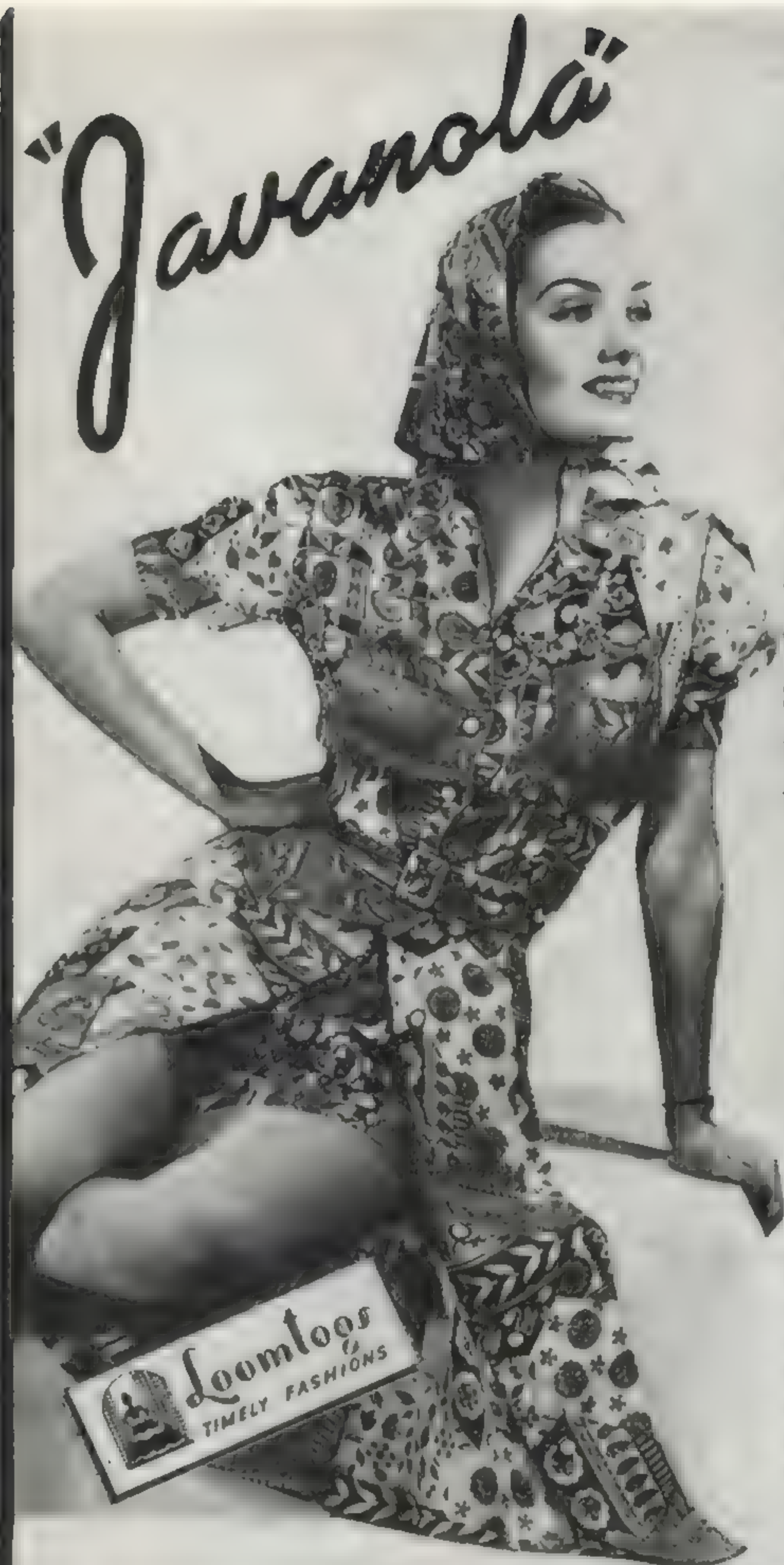


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THE SEA'S SMARTEST SWIM SUITS

THE LIVELY MARKETS



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DETROIT, MICH. J. L. Hudson Co.
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MINNEAPOLIS, MINN., Dayton Co.
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NEW ORLEANS, Gus Mayer Ltd.
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DEAR Margaret: I can see that my last letter has made you more curious than ever about Moscow—especially about my experience as a *Hausfrau*. Let me tell you, there is no comparison between running a house here and in New York. No marketing at all can be done over the telephone, unless you believe in the *nichevo* philosophy, which means that nothing really matters. Any promise to deliver immediately is more apt to mean to-morrow, the next day, or next Christmas. The only possible way is to go yourself or send your cook to the market and the *gastronom*—a poor edition of Charles in New York. In both places, one stands with Slavic patience, in long queues, first to do the buying, secondly to pay, and thirdly to hand in one's cancelled cheque and receive the package.

The Arbat market here is nothing like "Les Halles" in Paris. The steps of the big grey-blue building are crowded with Moscovites, all talking at once, all so padded and upholstered in their nondescript clothes that you can hardly distinguish them from their bundles. And, inside, there are such crowds and confusion that you see more faces than goods. They are nice, round, rugged faces, but the clothes seem piled on layer after layer. Over everything, there is always an apron.

There's no neat piling up of vegetables such as we're accustomed to in America. The carrots, potatoes, cabbage, onions, and beets look as if they had just been dug from the earth. Add leeks and mushrooms to the above list, and you have our winter months. And it may amuse you to know that carrots and other roots are not sold by the bunch, but by the piece—as a rare and precious thing.

Oranges—be prepared for a shock—appear sometimes at the unbelievable cost of fifty cents apiece. But there are plenty of other fruits: apples, grapes, lemons, pears, pomegranates, and a red berry that resembles our cranberry in looks, but not in taste. In the deep of winter, the field narrows down to just apples, cranberries, and lemons. Until June, when Moscow gets delicious strawberries and cherries, you practically have to be a diplomat to get much fresh fruit—unless you import South African oranges and grapefruit from Finland.

The
FLOWER
of the
MONTH*

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... to slip into your
belt, and bring a Mayday gaiety
to your smart town frock!

Herman Plaut

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*Reg. U. S. Pat. Off.

OF MOSCOW

By Nina Jackson

And what about meats? Well, my dear Margaret, that is another story. There is a whole wing devoted to meat and fowl, nicely protected with glass tops—not so much against flies as inquisitive fingers. (The peasants carry even their meat home barehanded.) But we certainly long for a good juicy porterhouse steak from America. Our cook, who is of pre-revolutionary vintage, succeeds in finding occasionally a leg of lamb, a fillet, or a veal cutlet that is not too tasteless. Meat, however, remains for me one of the mysteries of Russian life. One good specialty is *Bœuf Stroganoff*, which is fixed with a sauce and can, therefore, be made with inexpensive cuts. And there's Caucasian *shashlik*—mutton grilled on spits—really delicious with a good red Burgundy. And baby pig, served with *kasha*, a porridge made from buckwheat. And there are good spring chickens, much smaller than ours, called *tiplionak*; and, for dinner-parties, the Moscow standby, *kourapatka*, which is just partridge.

Of course, bread is really the staff of life in Russia, and there's a large choice both in black and white varieties. Most pleasing to our taste is *kalach*, a fine white bread somewhat like Southern rolls. At the neat wooden stall where milk, butter, and eggs are displayed, the elongated face and quaint coiffure of the peasant woman who sells them reminds you a little of Picasso's "Woman with Loaves." And all those old peasants who seem to be telling their beads are really offering dried mushrooms carefully threaded.

But the most picturesque part of the market is the back entrance. This morning, for instance, a husky young girl stands on one side, enclosed in a sort of tubular crate, selling enormous melons. They remind you of our watermelons, and are cultivated in southern Russia. By the way, Crimea, Caucasus, and other southern regions produce all sorts of fruits and vegetables, but slow transportation and lack of refrigeration prevent them from reaching Moscow, except in very small quantities by airplane.

On the other side of the entrance, a weather-beaten peasant, bundled up against the wind and rain, sits under a red umbrella selling flowers. A dollar buys an armful. Russians have a gift for colour combination, and I have seen charming bouquets that might even give American florists pointers—and what a joy they are after the long winter months when one has to be content with artificial flowers from Paris.

CRYSTAL CHANDELIERS IN THE MARKET

On my way home—down the Tverskoi—there's the *Gastronom* Number I, also called *Eliseef*. Like most buildings in Moscow, its façade is grey and dull, but the inside catches your eye. It's as elaborate as anything you've ever seen—panelled walls, gilded columns, and crystal chandeliers. You can buy here the same kind of meats, vegetables, fruit, and fish that you find at the market, as well as groceries and canned goods, including the *Chatka*, or crabmeat, which is exported to America. You can also buy preserves, candy, cakes, and delicatessen of all natures.

Across the street is the *Ryba Magazin* (fish store). I can hear you remark, "Well, at least caviar is one thing you can eat to your heart's content." Unfortunately, this hasn't been the case since we've been here. Why Moscow frequently has no caviar is a subject of hot debate here: The reasons range from the effects of the Anti-abortion Law to Stalin's New Constitution. The truth is that the sturgeon catch is not as big as formerly, while the export demand remains the same.

I hope this will give you a bird's-eye view of marketing in Moscow, and will partly answer some of your questions. If you can find time to come and visit us—and I do so wish you can—you'll find two pairs of arms ready to welcome you most warmly, but you'd better fill up with caviar in New York.

With love from us both,

NINA

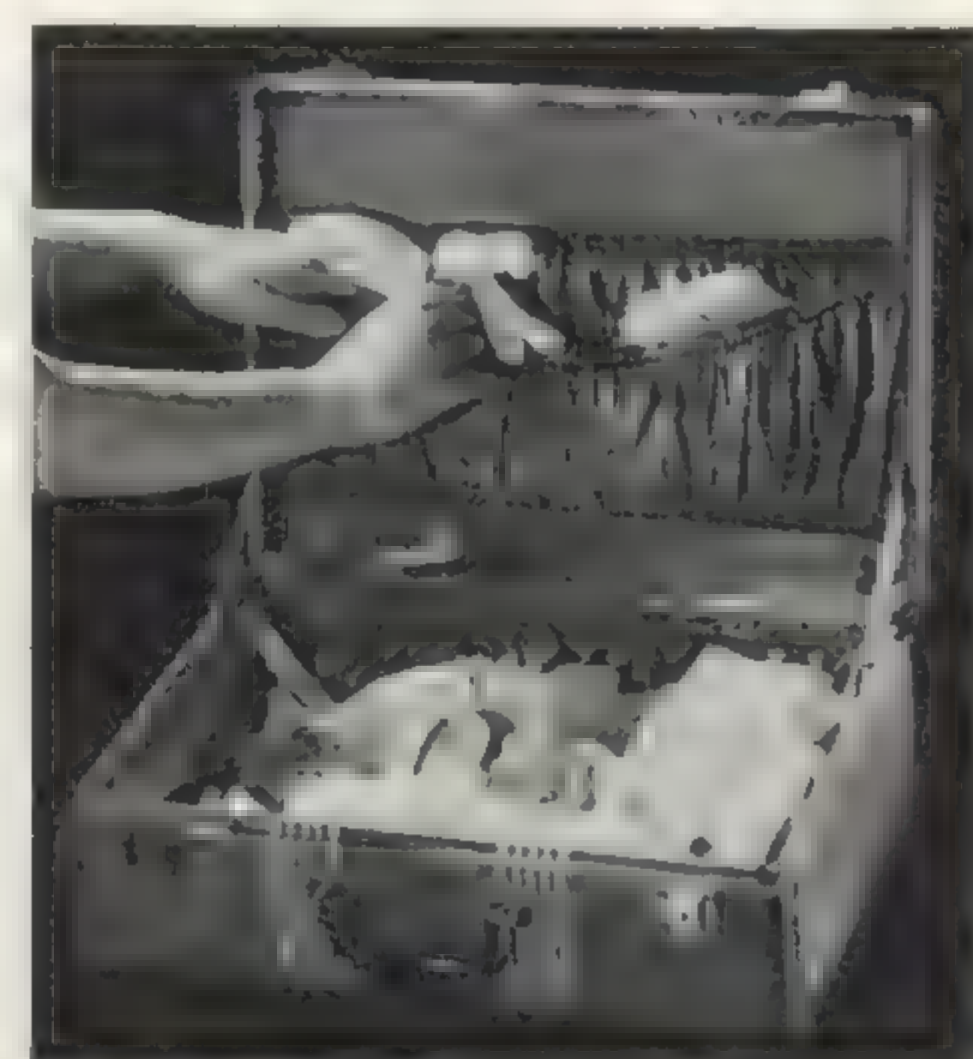
Sufficient unto the trip ... Should Be the Luggage Thereof!



Travel's so thoroughly simplified—and glorified—by luggage that custom-fits the trip. Like a crew of personal servants, each Hartmann does a special duty . . . collectively, they "think" of everything. Packing time shrinks, wrinkle-worries vanish. Only with Hartmann, do you go quite so comfortably-correct, so carelessly-carefree. Here are three Hartmanns, without which no woman ought ever go far from home:



1. The **SKY-ROBE** takes charge of dresses (6 to 8 of them) on hangers—wrinkle-free. All lingerie and accessories in its lower half. It's Hartmann-spacious!



2. The **HARTMANN O'NITE CASE** for Pullman duty and "stay-the-night" occasions. Your toilet articles, night attire, robe and "change" in a case compact and zephyr-light.



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Choose your personal ensemble from many fine coverings—rawhide, rich leathers, and stripes—at stores featuring better travel goods, or write Hartmann, Racine, Wis.

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MIX MATES...

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Gay tulip
print on
creamy nat-
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Blouse 4.00
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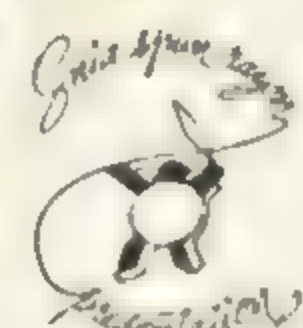
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FINLANDIA

(Continued from page 97) This "white city of the North," as some one once called Helsingfors, is a city of magnificent architecture. Its architects have discovered a new dimension—power, achieved not so much by height as by bulk, massive, monolithic, Egyptian-looking bulk, and formidable planes. The buildings are so vast that they stun the eye and the mind.

Then, when you have grown a bit used to the size of things, to the expanse of the clean-swept squares paved with granite, and the immense piles of the granite buildings, you begin to notice colour, low in pitch, subdued, yet vibrant—and pure Finnish.

We were surprised. Where was the Russian influence? The Swedish? We had read just enough history to know that Finland had been part of Sweden from the twelfth century until 1809, when Russia annexed it as a Grand Duchy. The Russian domination lasted, with ever-increasing strictness, until the Revolution. It wasn't until 1917 that Finland became an independent republic. With such a background, then, we expected to find that the culture of the country would have retained a great many Swedish and Russian characteristics.

Of Russian influence there is very little. A trace of it remains in some of the older streets, with their wooden frame buildings; in the open spaces of the public squares; in the few Greek Orthodox churches; in an occasional droshky (in which you can go sightseeing, by the hour or by the day). But in the handicrafts, the arts, and the language, there is nothing Russian.

A MATTER OF LANGUAGES

In the language, however, there is a strong Swedish influence. One-tenth of the population speaks Swedish, a small, but strong minority. Nearly all the coastal cities and the towns of the west have their names in Swedish, as well as Finnish. You must be careful *not* to say, "I am staying in Helsinki four days," to a Swedish-Finn—you are, of course, staying in Helsingfors. Likewise, Turku (Finnish) is also Åbo (Swedish); Tampere (Finnish) is also Tammerfors (Swedish). To use the wrong one at the wrong time on the wrong person would be almost as serious a faux pas as to call Köln, Cologne, in Germany, or to call a Scot an Englishman.

Finland is, above all, a place for *doing* as well as *seeing*. By the time you've been a couple of days in Helsingfors, you'll have decided to learn all about this wonderful country if you have to sit up nights to do it. One of the reasons, of course, is because Geography in Finland is spelled with a capital G. You have your fishing country up north; your lake country in the centre, from east to west; and your thousand miles of coastline, all of it studded with fir-clad islands.

You can rent a thirty-nine-foot cabin cruiser with four berths and a hammock for about seventy-five dollars a week, take on a native to sail her for about five dollars a week, and feed your cruise-party on nectar and ambrosia for less than seventy-five cents a day per person. Then, just to make navigation easier, there is no tide in the Baltic to speak of. The water has only four per cent. as much salt as the Atlantic, "which," a friend told us, "makes it just right for boiling potatoes."

If you are planning to travel inland in your own car, you'll find roads nearly everywhere. You can, of course, go by train, boat, or bus. The trains, wood-burning most of them, are a long-drawn-out series of freight-cars, old-fashioned Gay 'Nineties type of coaches, and modern de luxe *wagons-lits* all hitched together. No matter what class you are travelling at the moment (and third is sometimes more fun), you'll find absolute cleanliness and comfort. The captains of the lake boats are chosen for their good English and exciting sea-yarns; and the food, or rather *the feeding*, lasts for hours at a time, with twenty or thirty courses, when you count all the special additions to the usual *smörgåsbord*, meat, and dessert courses.

The buses, however, provide the most fun. We took one early in the morning, just at the time when farmers were going

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FINLANDIA



THE
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WHAT A RELIEF
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INVISIBLE
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I SLEEP BETTER
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BELT—THANKS
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American women now insist upon
This Modern Form of Protection!

From Hollywood, world style center, comes the modern method of sanitary protection! Holly-Pax affords *invisible* sanitary protection, banishes tell-tale pads and belts!

Developed for film stars who must be *always* active—every day of the month—perhaps in sheer and clinging gowns, perhaps in revealing sports attire—Holly-Pax is now available to all women.

A highly absorbent surgical cotton tampon worn internally, Holly-Pax can't chafe and is so comfortable its presence is not felt. Because it absorbs internally, there is no possibility of odor. Its low cost of 25c makes it the most economical form of protection. Note coupon for special introductory package.

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Ask for Holly-Pax at department, drug and five and ten cent stores.

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For the enclosed 10c (stamps or coin) please send me a regular size package of Holly-Pax under your special offer. DEPT. V528

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to town for the day. Within half an hour, we had gathered up a gay, rollicking party that Charles Dickens would have put right into a novel. Up at the front of the bus sat a thin old man with a humorous moustache and a home-made cap of gingham with a cardboard visor all out of proportion. Another man in overalls and an old black Homburg came stumbling back to us. "I hear you spikking Eng-lish," he said. "Are you American? I live in Chicago thirty year ago and build railroad out of Milwaukee."

WHERE TO GO

You should visit Porvoo (Borgå) to the east of Helsingfors, a dear little old town that you might go to on one of the small boats that plies through the islands of the *saaristo*. Then, beyond, is Viipuri (Viborg), one of Finland's most interesting cities, with its thirteenth-century castle that once marked the Swedish-Russian frontier. Farther east still is Valamo, an island in Lake Ladoga, where you sleep in the old Russian monastery in a monkish cell. To the north, there is Punkaharju, where you walk along a high narrow ridge between a series of beautiful lakes, hearing the wind in the tall pines and preceded by a flurry of squirrels. (They say that there is no other place like it in the whole world.)

If you have time, you'll go farther north to Rovaniemi and the Lapland fells, headquarters for winter sports in Finland. Rovaniemi is right on the Arctic Circle, and it is only a short run from there up to the Arctic Ocean. This sounds rather chilly, but, actually, it is not, for the three summer months have long days full of sunshine (some days with twenty-two hours of it). You'll find that, even for Lapland, you won't need any heavier clothes than you would for England and Scotland. (And the weather is apt to be a great deal better in Finland.)

Swinging back south again, you come to the manufacturing cities of the west, especially Tampere (Tammerfors). There you will go to the Tampelle linen factory to buy linens in the shop of the factory. Ask for the old patterns, which are beautiful. And at Tampere, there is the granite cathedral with its weird mural paintings.

THE STEAM BATH

It was in Korpilahti, at the Tahtiniemi Pensionat, that we had our first *sauna*, the Finn steam-bath. So important an institution is *sauna* that, when they are settling a new farm or homestead, the Finns build the bath-house first—before the dwelling-house and the barns. The bath is taken twice a week in summer, once a week in winter; and the whole family (and perhaps some of the neighbours, too) takes it together at the same time, for *sauna* is a communal affair. During the winter, when the lakes are frozen, the Finn rolls in the snow for the cold part of the bath.

The bath-house has two rooms: one is for dressing, and the other is the steam-chamber, an inside room with only a small, low window. Across the end of the room is the bath platform, to which you ascend by a ladder. The platform is about six or seven feet high and just under the ceiling. Through the spaces between the boards, the steam filters.

My husband and I took our *sauna* together, and it was given to us by an old peasant woman. When we were ready, there was the old woman, wearing nothing but a loose Hoover apron and a towel tied around her head. She beat us with a little brush of birch twigs bound together, with the leaves still on.

As we raced up the hill after the *sauna* and our dip in the icy lake, we heard the gong ringing for coffee. We sweetened our big cups of it with sugar and thick country cream, and we munched the good coffee-cake. We had never felt better in our lives. Browning told the truth: "God's in his heaven: All's right with the world," especially in Finland.

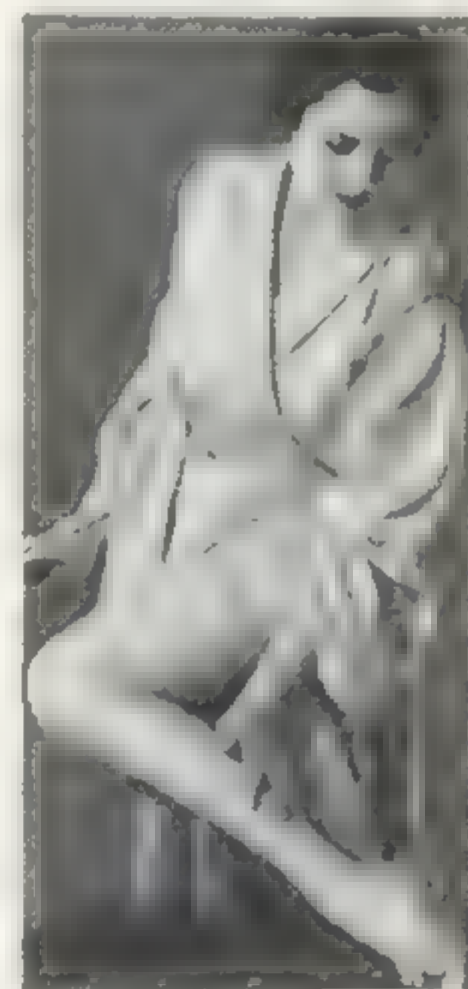


UNSIGHTLY HAIR SPOILS YOUR CHARM

Rinse It Off This
Quick, Easy Way!

This season's shorter skirts... sheer stockings... and bathing suits... keep legs in the spotlight. See that yours are always dainty. Avoid unsightly hair.

Simply spread NEET (a cream) on unwanted hair. Then rinse it off with water. That's *all* you do. NEET gently, quickly removes hair invisibly close to the skin surface. It leaves your legs satin-smooth. NEET—used by millions—is easier, safer than shaving.



NEET leaves your legs like velvet

Avoid Bristly Razor Stubble

NEET leaves no sharp-edged stubble that follows shaving and may snag stockings. NEET ends danger of cuts—prevents razor-roughened skin.

For lovely legs and arms—with no unsightly hair—get NEET today! At drug or dept. stores. Generous trial size at all 10c stores.

NEET Just Rinse Off
Unsightly Hair



IVORY TIPS
protect the lips

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Mild as May

A Cigarette created by Philip Morris

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Delightfully Cool & Crisp for Active and Spectator Sports Wear

Washable and not easily susceptible to crushing and wrinkling.

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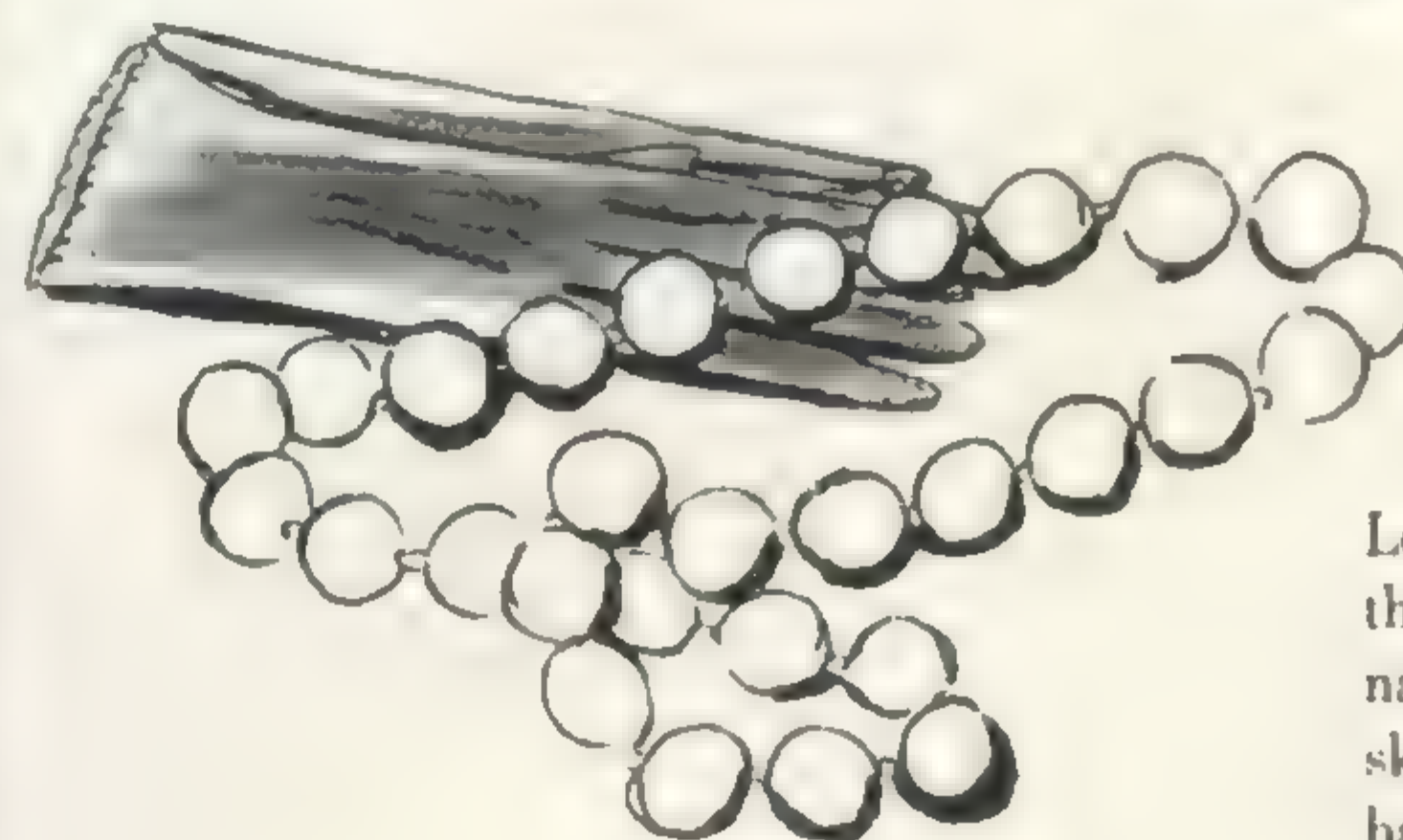
For the name of your nearest store, write: **BROOKMEADE** 1385 B'way, N. Y. C.

STRONG POINTS

YOU'LL revel in white, this summer. White sharkskin, linen, cotton, wool, piqué, chiffon; white for day and evening. But don't forget about colour—especially colour in your accessories. After all, white is as good a backdrop for dramatic accessories as that other standby, black. And nothing sets off the clean whiteness of white so well as strong colours: strong yellow, orange-rust, purple; the new, intense blue of the accessories below; clear red; or brilliant Roman stripes.

You won't, naturally, wear too many accessories all of one colour, all at the same time. But the pleasant tendency of shops nowadays to assemble groups of accessories for you (for instance, you'll find everything on this page at I. Miller) makes it easier for you to work out variations. And if accessories do match, they should match exactly—not just approximately.

A new deep blue is the common denominator of all the accessories on this page. Right, a deep blue suède town shoe, open in back, with a perforated vamp; and a boxy suède handbag. Both at I. Miller



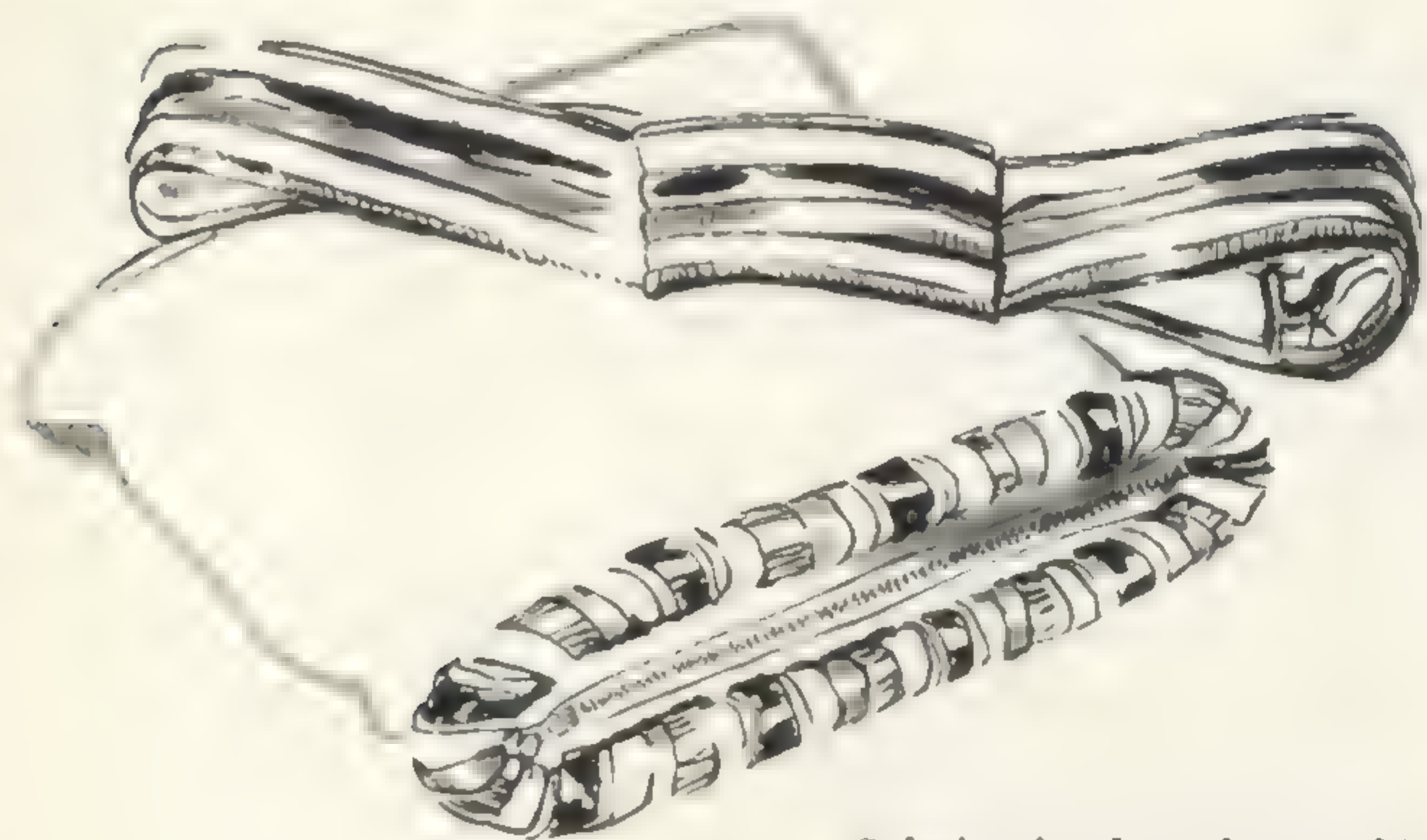
Left: The same blue—deeper than royal-blue, lighter than navy-blue—in a classic doe-skin glove by Aris. The alabaster-white beads, by Leo Glass, are a refreshing change from pearls. Both, I. Miller

Right: Proving that the new blue is as smart for the country as for town—these two country shoes, both of linen. First, a sandal with a white leather platform sole; second, an Oxford. Both, I. Miller

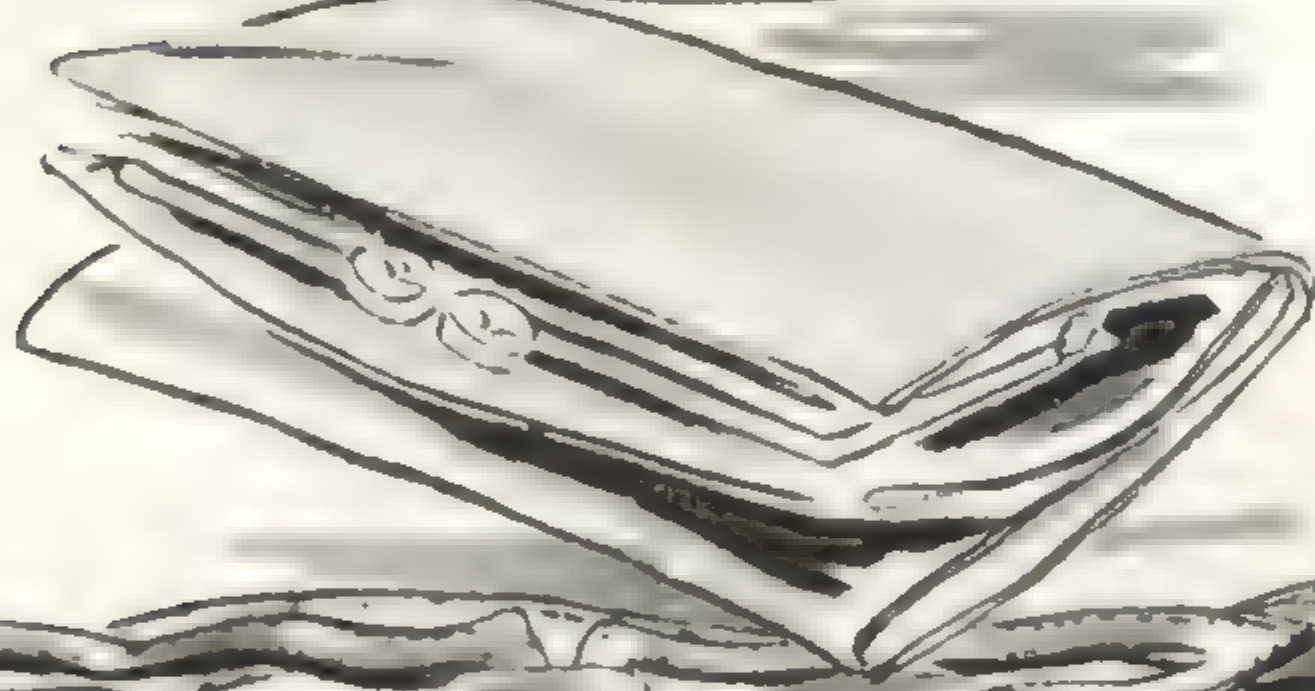


Left: Red, white, and blue is the patriotic colour scheme of this huge silk square, by Edgar Hyman, to wear with deep blue accessories. With, for instance, that Schaffer belt of suède. Both, I. Miller

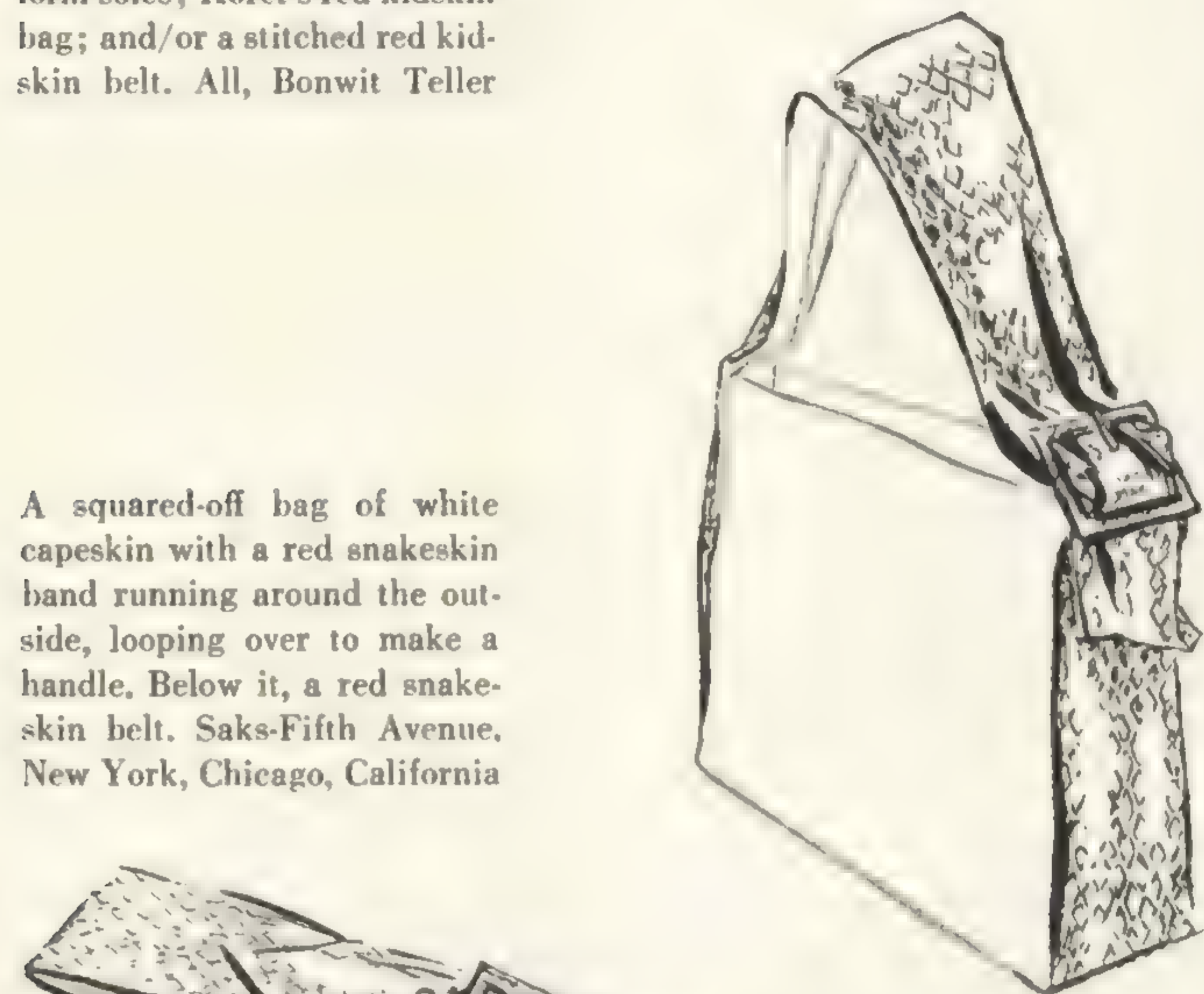
FOR SUMMER



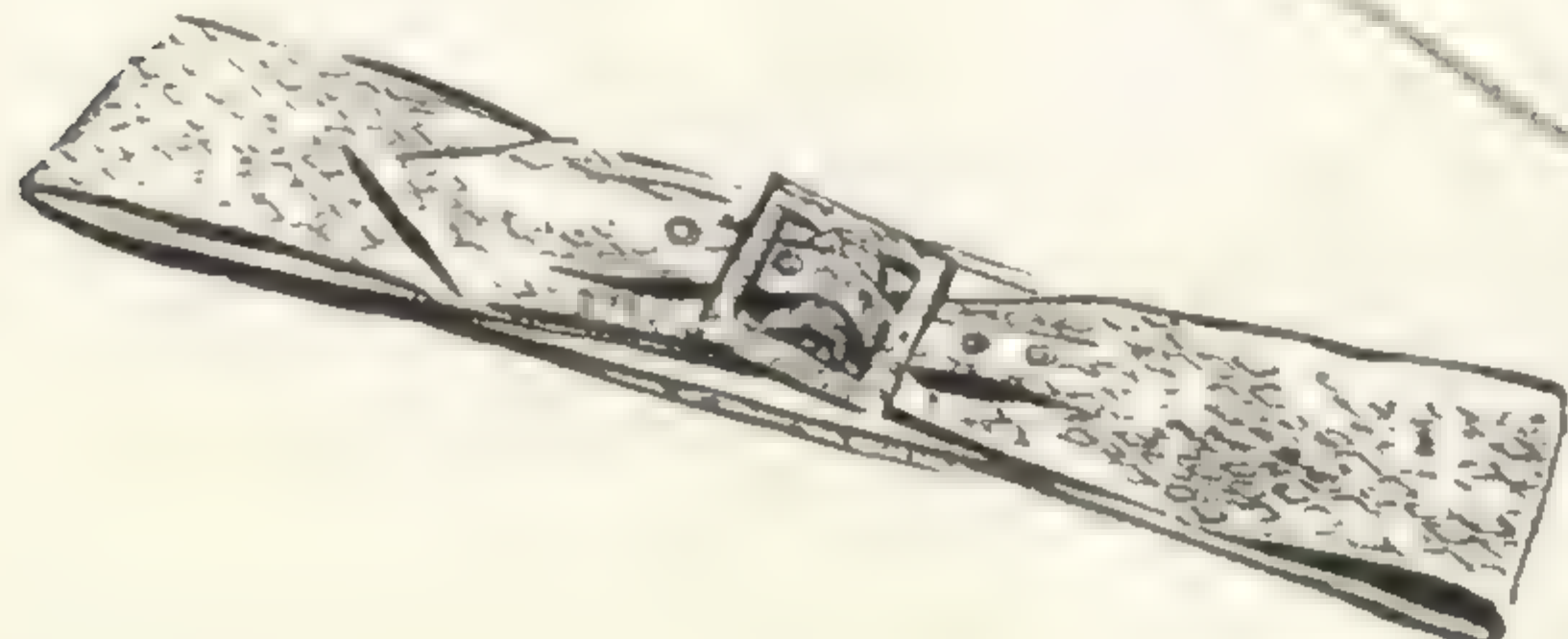
Splash of colour for a white dress: this belt of gay Roman-striped grosgrain; this white capeskin pouch, with a rolled top of Roman-striped ribbon. Both; Saks-Fifth Avenue, New York, Chicago, California



Spice a white cotton evening dress, or formal afternoon dress, with red kidskin sandals mounted on blue suede platform soles; Koret's red kidskin bag; and/or a stitched red kidskin belt. All, Bonwit Teller



A squared-off bag of white capeskin with a red snakeskin band running around the outside, looping over to make a handle. Below it, a red snakeskin belt. Saks-Fifth Avenue, New York, Chicago, California

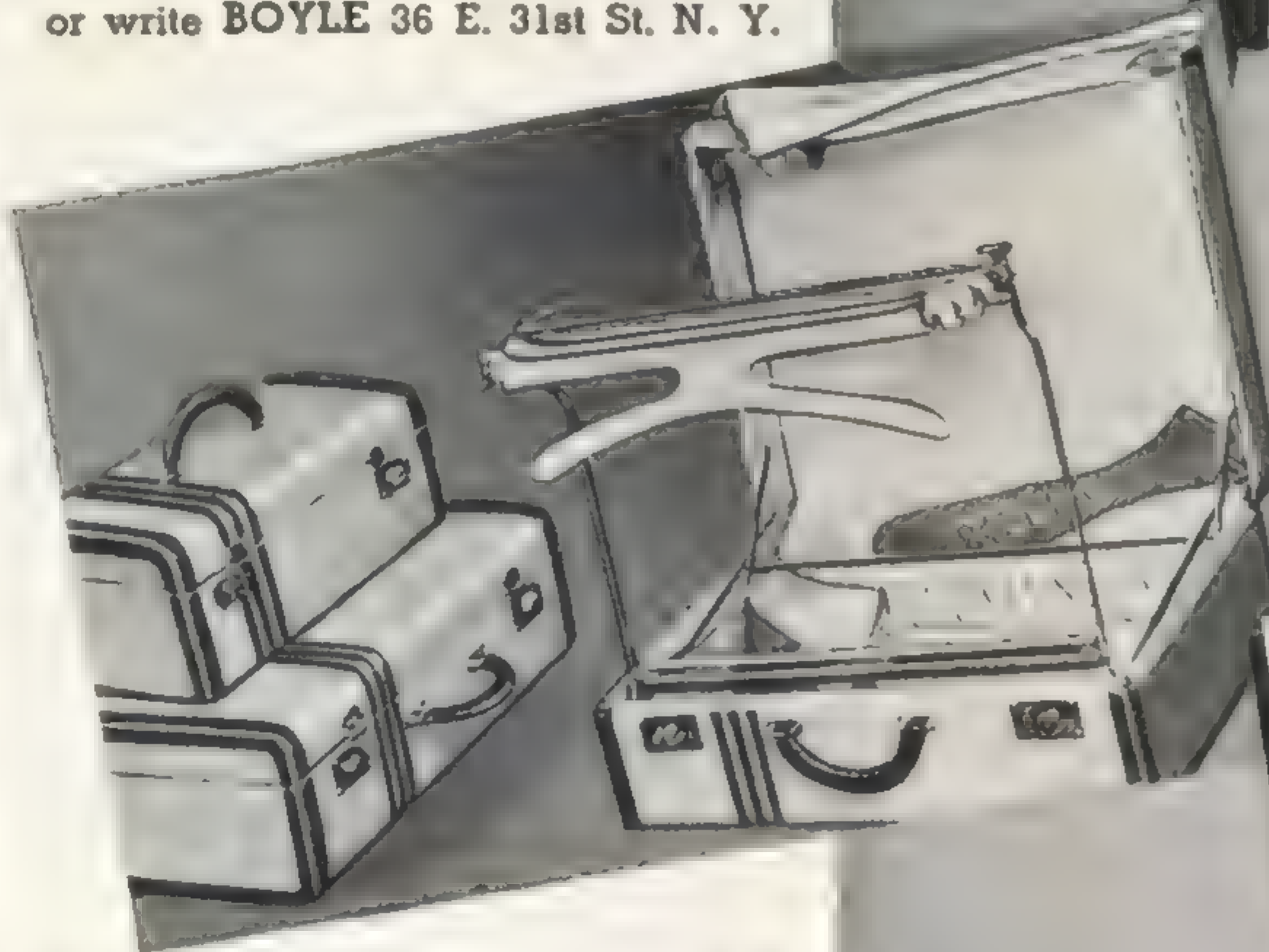


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FISHING IN AMERICA

(Continued from page 124) your own catch, fried with cornmeal in butter, or baked in coals. With it go beans, corn bread, bacon, and the cowboys' yarns—the latter nicely gauged to your credulity.

Sun Valley's ski snows melt, during the summer, and fill up the near-by streams, where plenty of gamy fish hide out. Though the Lodge is closed during the fishing season, you can stay at the less expensive Challenger Inn—like a very attractive mountain village.

Another high spot for rainbow-trout is the Canadian Rockies—and on the eastern slopes of California's Sierra Nevada, you can cast into waterfalls for cutthroats.

BLACK BASS. Some of these have big, surprised mouths, and a don't-care attitude. Others, the small-mouthed bass, put up a better scrap. You troll for them in cruisers, row a dinghy along the shore, or cast from the rocks.

For these, and muskies, go to the Northern Ontario Lakes in Canada, the North Shore of Lake Superior, or the smart club on Isle Royal. On the south shore of Lake Superior is the Huron Mountain Club—just overnight from Detroit and Chicago—where families go from Lake Forest and Grosse Pointe. You reach the good water near it with supreme ease, by car.

Henry Ford is a member of this club. But while most of the members spend their time pursuing fish up and down the brook banks, he spends his in the blacksmith shop, tinkering away, figuring out how to get power from brooks. It's a matter of choice.

There are, of course, other fishing grounds in North America, and other fish. (Chub, which are willing to swallow bent pins, are the dream-fish of youngsters under twelve.) And wherever there are fighting fish, women will be catching them. For women these days aren't sparing the rod.



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SEE EUROPE FOR YOURSELF

IN addition to animals and small children, the thing to leave behind when you travel in Europe is a martyred conscience about sightseeing. If, one day, you don't feel like seeing a rare painting—just don't. In case your mood coincides with the summer schedule of events, however, here are some plans abroad.

THE BRITISH EMPIRE may be covered all at once by going to the Empire Exhibition in Glasgow, Scotland. Within its 175 acres, a quarter of the earth's surface has been condensed. The Home Country and all the colonies have separate pavilions.

As for England itself, the popular Stratford-on-Avon Shakespeare festival continues until September 24, with at least six different plays a week and tea and scones served on the River Terrace after the two weekly matinées.

The London season, at its height in June and early July, includes such events as: horse-racing during Royal Ascot Week beginning June 14, when the banks are covered with flowers; the Lawn Tennis Championships at Wimbledon for ten days beginning June 20; cricket at Lords for four days beginning June 24, with the second test match between England and Australia, and again on July 8 and 9, with the traditional Eton and Harrow match; the Royal Air Force display, entirely in the air, at London's Hendon Aerodrome on June 25; the Royal Regatta from June 29 to July 2 at Henley-on-Thames, where you buy seats, hire punts, or live on expensive house-boats for three days.

NORWAY will have this year an exhibition, at Oslo, which shows everything the country has done in the last hundred years. Because Norway leads the Antarctic whaling expeditions, a modern whaling-station has been reproduced with ships, whales and all. Oslo is a wonderful place for a fair, as the midnight sun makes perpetual daylight until the middle of July. On Midsummer Eve or Saint Hans' Eve, June 23, bonfires, May-poles, and square dances keep the people up all night. (Continued on page 141)

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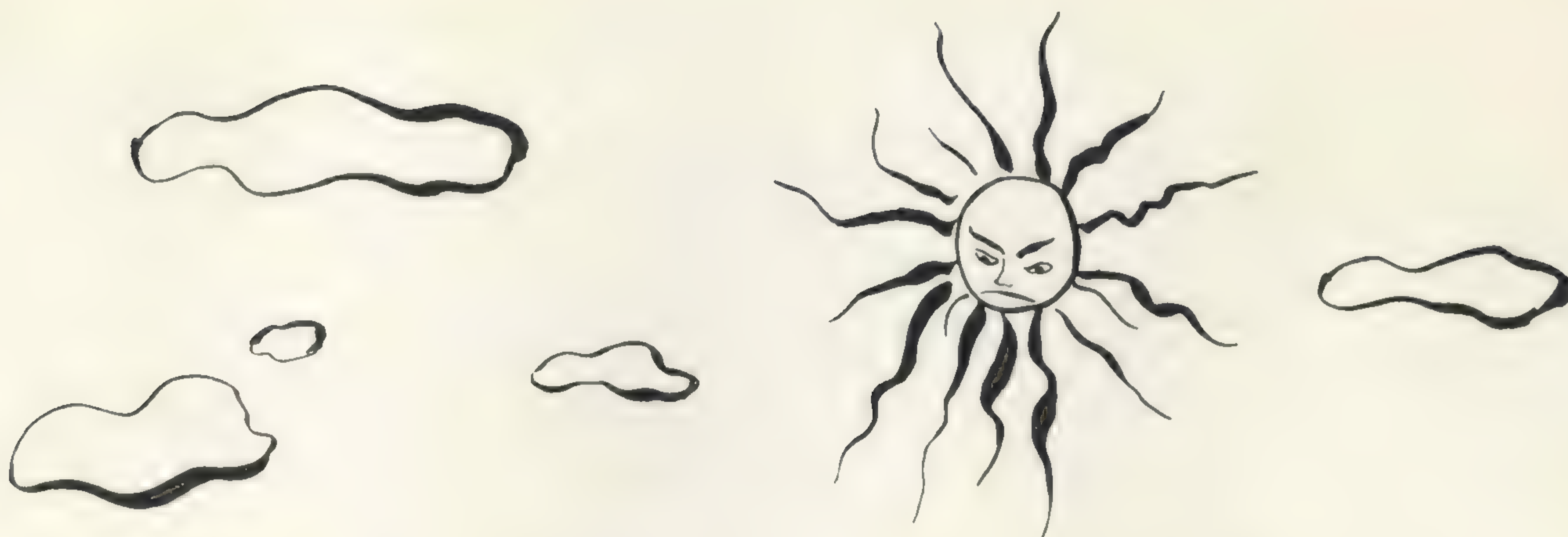
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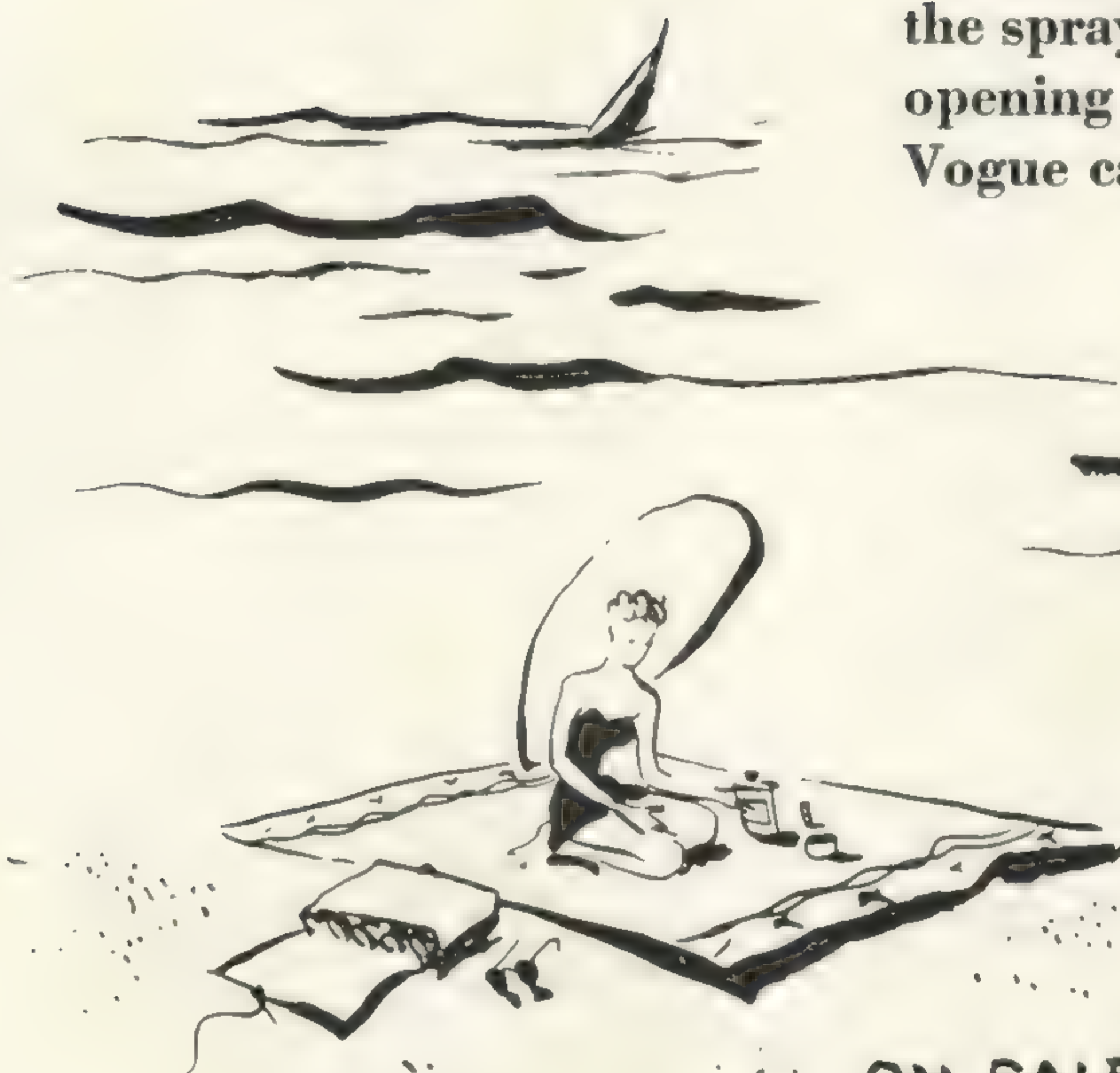
COME SUMMER...COME SEA!

America is blessed with 4,883 miles of coastline; Vogue's June 1 issue shows you how to make the most of them.

If you swim, Vogue offers you 40 new styles of bathing suits to help you choose whether to be a siren in sea-going satin or a Lorelei in Lastex. If you sail, Vogue has a dozen able-bodied suggestions for your wardrobe. And if you're just an Alice-Sit-by-the-Shore, preferring to lose yourself in contemplation of flying spray and swirling eddy, Vogue has as many ideas for you as the sea has moods.

In this issue, you'll learn how to avoid the Waterlogged Coiffure and the Weatherbeaten Complexion. You'll get a new slant on Summer menus from a woman whose cook is a sailor. You'll lift ideas for a new beach cabana from Bérard's delightful designs. You'll watch Constance Spry arrange enchanting table settings with flowers and shells.

And finally, even if your nearest approach to the sea is the spray from the backyard hose, you'll find new horizons opening for you in this spirited chronicle—told as only Vogue can tell it!



VOGUE'S

JUNE 1ST SEA NUMBER

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SEE EUROPE FOR YOURSELF

(Continued from page 139) SWEDEN will celebrate the eightieth birthday of King Gustav V. on June 16 with fireworks and costume parades. The King is a collector of fine silver, and all his personal treasures will be shown in Stockholm.

In the cathedral ruin in the walled city of Visby on the Island of Gotland, there are miracle plays with music from July 20 to 24 and from August 6 to 18. The actors come out from Stockholm's Royal Opera.

RUSSIA's summer offering is the All-Union Agricultural Exposition opening in a suburb outside Moscow on August 1. Competition for the right to exhibit is now intense. Aiming to outsize Flushing Meadows, these fair grounds occupy 353 acres of buildings and 650 more of surrounding gardens.

An important fact to remember is that Russian visés can no longer be sent for by cable. It now takes about thirty days to get one through the mail from America.

GERMANY will have its usual Munich Opera Festival this year, with an Italian Week and a Wagner-Mozart-Strauss series. Because this is the 125th anniversary of Wagner's birth, Leipzig, his birthplace, will have two cycles of all his operatic works and a special exhibit of his life. The famous Bayreuth Festival begins on July 24 and ends on August 19. The Salzburg Music Festival, July 23 to August 31, is still German Austria's big event.

Baden-Baden's International Race Week, including a garden fête and gala ball, begins August 21. And the sixteenth German Gymnastic and Sports Festival will be held in Breslau during the week of July 24.

ITALY celebrates the Festival of the Redeemer on July 17 by not sleeping at all. In Venice, every gondola and canal-boat is illuminated, and it all ends up with sunrise at the Lido. During the last two weeks of August, new movie films of Europe and America will be judged at the Lido's Excelsior Hotel.

SWITZERLAND has winter sports in summer. At Jungfrau-joch, a mountain railway trip from Interlaken, there is dog-sleigh riding, skating, and ski races on July 9 and 10. For contrast, there are the costume festivals; Bulle has one on June 12, with yodeling, singing, and dancing. In Zurich, there's a four-day music festival, beginning June 16, and a rowing regatta on July 9 and 10. Lausanne's rowing week begins July 1. In Geneva, where the new League buildings stand stark white and vast in the sunlight, the Grand Prix of Switzerland for motor-cycles will be awarded on July 17.

FRANCE anticipates the state visit of King George and Queen Elizabeth on June 28. During their four-day stay, there will be parades and military reviews. The King will sleep in Napoleon's bed; the Queen in Marie Antoinette's.

French musical events include: the Berlioz Requiem, to be played in the Court of Honour at the Invalides for the Berlioz Centenary on June 15; the Passion Play given in the Square before Notre Dame Cathedral the last ten days of July; and Vichy's International Music Festival on September 18 and 19.

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ROMAN CHARACTERS

(Continued from page 57) Lectures on art, literature, and modern music are heard at her home on Saturdays, followed by cocktail parties. (Cecil Blunt restored the ancient Malatesta Palace, which is now his home.)

Princess Adela Colonna, whose husband is the Governor of Rome, and Donna Dora Ruspoli work passionately hand in hand with the government at the "Assistenza," an organization that gives help to the needy. (Dora Ruspoli, a daughter of Henry Labouchère, inherited velvety dark eyes from her Spanish mother.) Princess di San Faustino founded a colony for children predisposed to tuberculosis, which is supported with the proceeds from the two annual charity balls that she gives at the Lido and in Rome during the seasons.

At the moment, the Duchess di Sermoneta is working every morning on a story of the four generations of an English family—her English ancestors. Her memoirs have already been published with great success in England, Germany, and Italy. Lady Berkeley paints, keeps a studio in Rome, and is building another one in Assisi, where, just outside the city gates, she restored a tiny fourteenth-century chapel and is doing all the inside frescoes.

AMERICAN BACKGROUND

Many hostesses, of course, are American-born. Princess di San Faustino has recently written about her early New York days. Countess Sommi Picenardi and her daughter, Countess Martini, both come from Chicago. Marchesa Casati receives in the charming setting of her Palazzo Barberini apartment. Donna Giulia Brambilla is true to her Bostonian background in her many-sided interests; she plays bridge and backgammon, and entertains ambassadors, politicians, and foreign celebrities at lunch parties at the Golf Club or dinners at the Grand Hotel.

The Duchess di Cesarò's passion is clothes, and she has excellent taste. Her light blue eyes recall a Russian ancestry. At her home in Via Gregoriana, good music is often heard, recent books discussed, and ideas exchanged with the somewhat nebulous contradictions dear to the Slavonic soul. Donna Aileen Branca, without whom no important party takes place, lives in the country, works in her rose-garden, but comes to Rome often to stay with the Duchess di Sermoneta or Princess di San Faustino. Donna Giulia Brambilla collects autographs, and by now has one from practically every important person in Europe.

Rome has a theatrical, decorative background for its life. A ball in a *palazzo*, a bridge and a backgammon party, the Colosseum in the moonlight, a drive at dawn on the old Appian Way, or the flower-stands at the Piazza di Spagna, all have an incredibly beautiful *décor*.

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Alma Nicoll (above, right) is a fine horsewoman, devoted to the life of the Long Island and Virginia hunting country. She has traveled in Eng-

land, on the Continent, and in the Near East; sings well; often designs her own clothes.

At right, Miss Nicoll poses before dining out. She is typical of the progressive younger crowd in her enthusiasm for Camel cigarettes. "At all the parties," she says, "I notice that Camels are served. Between courses... and after dessert, I smoke Camels—'for digestion's sake!' Camels add to mealtime pleasure."



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